

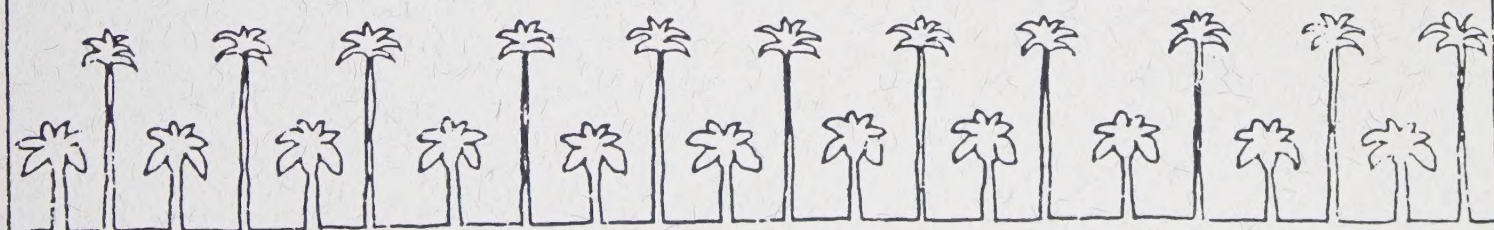
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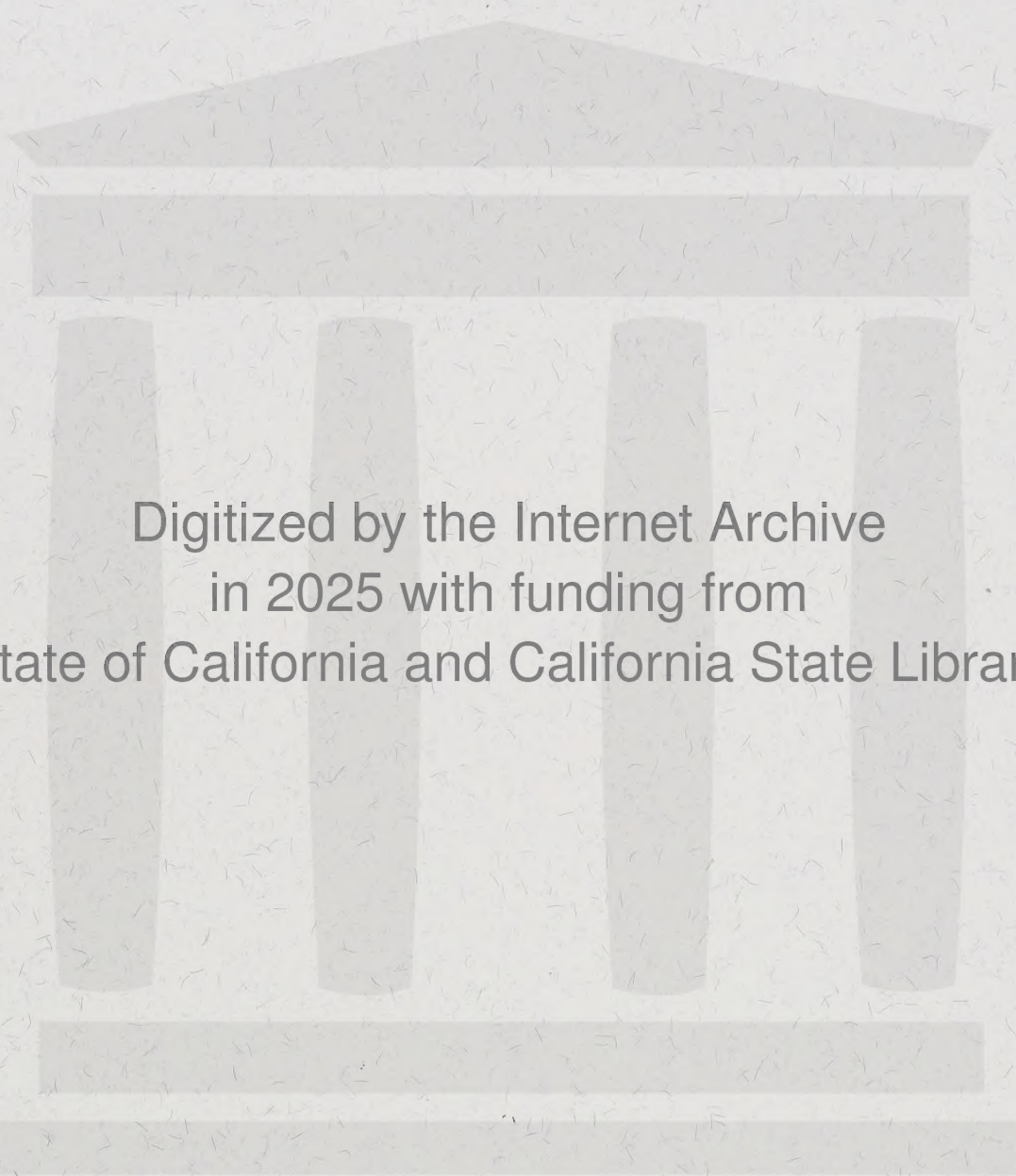
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UNIVERSITY OF CALIFORNIA

CITY OF SANTA MONICA
LAND USE AND CIRCULATION ELEMENTS

FINAL ADOPTED
OCTOBER 23, 1984
AS REVISED 1987





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CITY OF SANTA MONICA GENERAL PLAN

LAND USE AND CIRCULATION ELEMENTS 1982-2000

DRAFT

LAND USE AND CIRCULATION ELEMENTS

November 1983

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Architects and Planners Policy and Management Consultants

PRC Voorhees, Incorporated
Traffic and Transportation Consultants

FINAL DRAFT

LAND USE AND CIRCULATION ELEMENTS

adopted May 5, 1984

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Gloria DeNecochea	* Herb Katz
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FINAL

LAND USE AND CIRCULATION ELEMENTS

adopted October 23, 1984

Santa Monica City Council

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John H. Alschuler, Jr. Former City Manager

CITY OF SANTA MONICA GENERAL PLAN

LAND USE AND CIRCULATION ELEMENTS 1987-2000

DATE: _____
LAND USE AND CIRCULATION ELEMENTS

Consistent with

State General Planning and Zoning Act, Chapter 369, Sections 369.01 through 369.06, and the State Planning Commission's

General Plan, Chapter 3, Sections 3.01 through 3.06, and the State Planning Commission's

FINAL DRAFT
LAND USE AND CIRCULATION ELEMENTS

State General Planning Commission

State General Planning Commission
State General Planning Commission
State General Planning Commission

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State General Planning Commission

Community and Economic Development Department

State General Planning Commission
State General Planning Commission
State General Planning Commission

FINAL
LAND USE AND CIRCULATION ELEMENTS

State General Planning Commission

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CITY COUNCIL RESOLUTION

--

RESOLUTION NO. 6938 (CCS)
(City Council Series)

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY
OF SANTA MONICA ADOPTING A LAND USE AND A
CIRCULATION ELEMENT OF THE GENERAL PLAN FOR
THE CITY OF SANTA MONICA**

WHEREAS, California Government Code Section 65300 et seq. requires each city to adopt a comprehensive, long term general plan for the physical development of the city that documents the city's decisions concerning the future of the community and requires inclusion of a land use element and a circulation element in the general plan; and

WHEREAS, State General Planning Guidelines recommend that the general plan be thoroughly reviewed at least every five years and revised as necessary;

WHEREAS, Santa Monica's existing Land Use and Circulation Elements were adopted by the City Council in 1958 and have not been revised since then; and

WHEREAS, on June 1, 1982, the City Council directed the Planning Department and Planning Commission to prepare a revised Land Use Element because:

- o commercial and residential development in the City had not accounted for the demand for additional police and protective services, traffic, energy conservation, sewage capacity, and the interest of adjoining residential neighborhoods;

- o the industrial base of the City had been diminishing as scarce industrial land was being rapidly developed with commercial uses; and
- o three citizen task forces had reviewed the City's policies and standards on residential development, commercial and industrial development, and permit processing and neighborhood planning and made detailed recommendations to the City Council for substantial changes in various planning and zoning requirements; and

WHEREAS, the Planning Commission and City staff made a careful and comprehensive survey and study of existing conditions and probable future growth of the City as required in Section 9412 of the Municipal Code; and

WHEREAS, the Planning Commission provided for substantial public involvement in the planning process including eight public hearings and workshops on background information and five public hearings on the Draft Land Use and Circulation Elements exceeding the requirements stated in Section 9413 of the Municipal Code, and carefully reviewed and considered Draft Elements and the Final Environmental Impact Report on the Draft Elements at eight public meetings; and

WHEREAS, on May 5, 1984 Planning Commission approved its Final Draft Land Use and Circulation Elements for transmission to the City Council; and

WHEREAS, the Planning Commission's adopted Final Draft Land Use and Circulation Elements were forwarded to the City Council; and

WHEREAS, on August 28, and September 11, 1984, the City Council of the City of Santa Monica conducted public hearings on the proposed Land Use and Circulation Elements; and

WHEREAS, on September 18, 1984, the City Council approved the Elements subject to certain modifications which were referred to the Planning Commission for review and comment pursuant to Santa Monica Municipal Code Section 9143; and

WHEREAS, on October 8, 1984, the Planning Commission reviewed the City Council's modifications to the Land Use and Circulation Elements; and

WHEREAS, the City Council has considered the comments of the Planning Commission; and

WHEREAS, the Elements will guide and accomplish coordinated, adjusted, and harmonious development of the City in accordance with existing future needs and will best promote public health, safety, morals, convenience, prosperity, and the general welfare, as well as efficiency and economy in the process of development as stated in Section 9412 of the Municipal Code; and

WHEREAS, the Land Use Element designates the general distribution, location and extent (including standards for population density and building intensity) of the use of land for housing, business, industry, open space, education, public buildings and grounds, and other categories of public and

private uses as required by Section 65302 (a) of the Government Code; and

WHEREAS, the Circulation Element identifies the general location and extent of existing and proposed major roads, highways, railroad and transit routes, terminals, and other local public utility and public facilities as required in Section 65302 (b) of the Government Code; and

WHEREAS, the Elements are of a specificity and level of detail reflecting Santa Monica's conditions and circumstances as recommended in Section 65302.1 of the Government Code; and

WHEREAS, the Land Use and Circulation Elements comprise an integrated and compatible statement of policies along with other Elements of the General Plan as required by Section 65300.5 of the Government Code; and

WHEREAS, in adopting the Land Use and Circulation Elements, the City does not necessarily intend to acquire private property nor intend to diminish property values for the purpose of future public acquisition; and

WHEREAS; the Final Environmental Impact Report has been prepared in accordance with the City's Guidelines for Implementation of the California Environmental Quality Act (CEQA) and with State CEQA Guidelines and satisfies City and State guidelines;

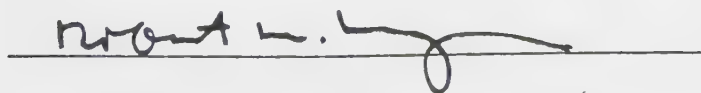
NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SANTA MONICA DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The document entitled Land Use and Circulation Elements attached hereto as Exhibit A and incorporated herein by this reference is hereby adopted and certified as the official Land Use and Circulation Elements of the General Plan for the City of Santa Monica and thus replaces the Land Use and Circulation Elements adopted in 1958.

SECTION 2. The document entitled Land Use Map attached hereto as Exhibit B and incorporated herein by this reference is hereby adopted and certified as the official Land Use Map of the General Plan for the City of Santa Monica and thus replaces the Land Use Map adopted in 1958.

SECTION 3. The City Clerk shall certify to the adoption of this Resolution, and thenceforth and thereafter the same shall be in full force and effect.

APPROVED AS TO FORM:

A handwritten signature in dark ink, appearing to read "Robert M. Myers", is written over a horizontal line.

ROBERT M. MYERS
City Attorney

Adopted and approved this 23rd day of October, 1984.


Mayor

I hereby certify that the foregoing Resolution No. 6938(CCS) was duly adopted by the City Council of the City of Santa Monica at a meeting thereof held on October 23, 1984 by the following Council vote:

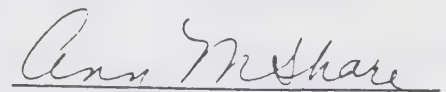
Ayes: Councilmembers: Conn, Epstein, Jennings, Press, Reed, Zane and Mayor Edwards

Noes: Councilmembers: None

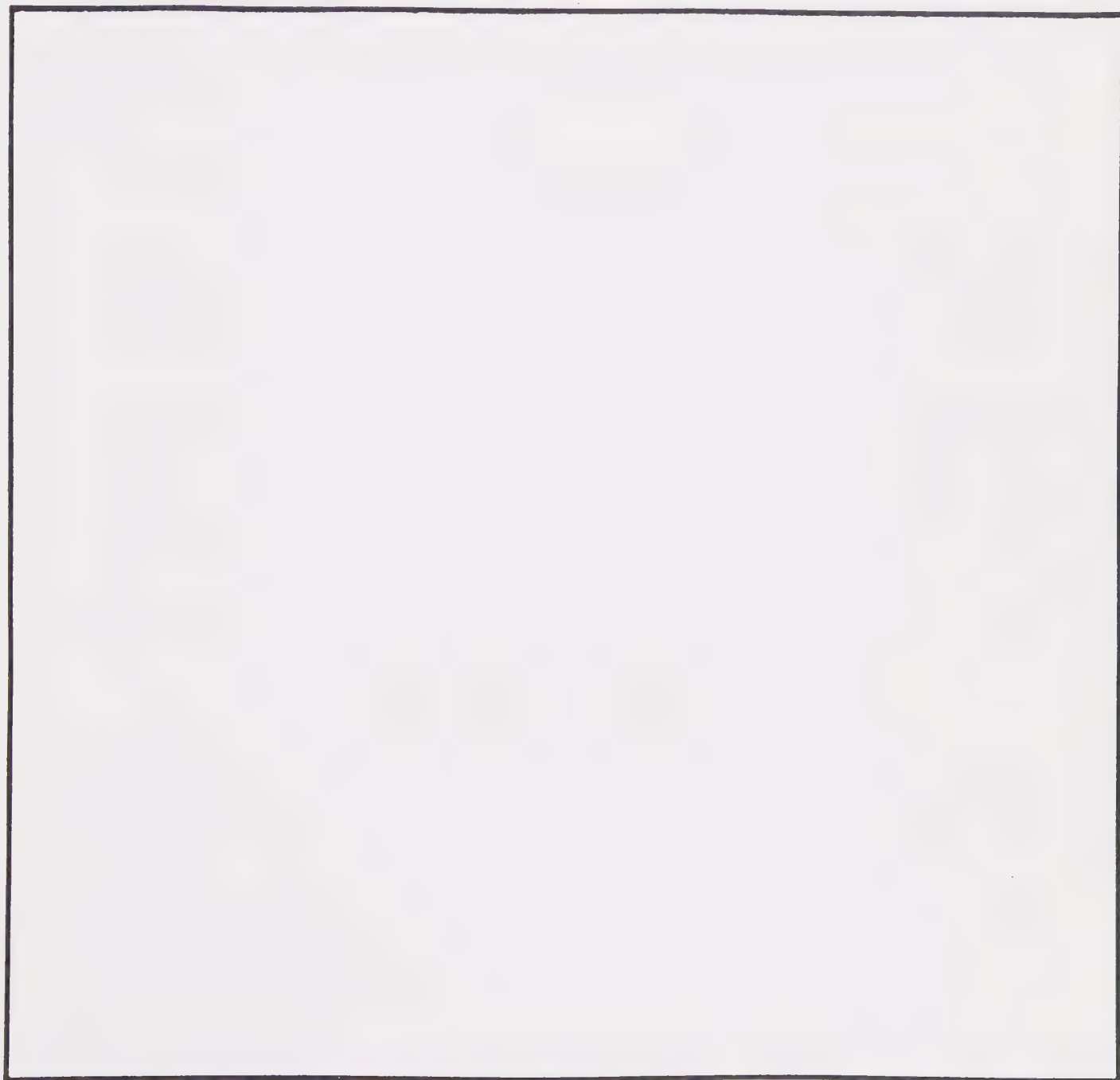
Abstain: Councilmembers: None

Absent: Councilmembers: None

ATTEST:


City Clerk

PROLOGUE



PROLOGUE

THE HERITAGE

Santa Monica has a wealth of inherent assets to protect. It has a reputation as one of the most desirable communities in the Los Angeles region, as a result of the combination of four valuable attributes:

- o An ocean frontage providing a mild climate, excellent air quality, and an accessible three-mile beachfront.
- o A strong sense of place, created by the rich architectural and cultural heritage, a busy Downtown, numerous vital neighborhood commercial areas, and characteristic street plantings and well-tended parks, among them one of greatest oceanfront parks in the world, Palisades Park.
- o A convenient location with easy access to important destinations, such as westside employment centers, the Los Angeles International Airport, and Downtown Los Angeles.
- o Perhaps most important, the diversity of cultures and lifestyles accommodated in pleasant, stable, mature, and varied residential neighborhoods.

It is largely to protect this valuable civic legacy that the Land Use and Circulation Elements are dedicated.

THE CHALLENGE

There is little doubt that over the next twenty years, Santa Monica will continue to grow and change. Its population will increase by about five percent. Its commercial sector will grow much faster, with projections that suggest a demand for 74 percent more office space than now exists and 31 percent more retail space. There are no natural constraints to restrict this increased growth which cannot be mitigated or overcome. There are no shortages in the capacity of public utilities and infrastructure that cannot be expanded. There is no shortage of land that can be economically recycled into new uses or to higher intensities.

The major problem the City faces is that current land use and circulation policies and current zoning regulations do not direct Santa Monica's growth with sufficient care and sensitivity. If all commercial land were developed to the absolute maximum currently permitted by existing zoning regulations, the City could contain 182 million square feet of development. Accommodating the traffic generated by this development would require the construction of 31 six-lane arterials. Clearly, this

PROLOGUE

is not the vision of the future shared by most of the residents of this community.

For Santa Monica, the important and positive role of economic growth, and its resultant development activity, must be recognized. Future development can assure the City a sound revenue base and provide residents with employment opportunities. But, for the City to retain its desirable character, it must adopt land use and circulation policies that not only accommodate future growth, but channel that growth to areas of the City where it is most appropriate, and also regulate the quality of new development. Balancing growth, guiding growth, and carefully controlling the quality and integrity of that growth is a challenging task, but one which will ensure that Santa Monica remains a desirable, but dynamic community.

A VISION OF THE FUTURE FOR SANTA MONICA

Rising to the challenge of preserving Santa Monica's assets is the scope of the Land Use and Circulation Elements. Based on twenty-six months of planning analysis and community participation, this plan has evolved. Central elements of the plan may best be explained by a walk through Santa Monica in the year 2000.

This statement of vision is intended merely to illustrate one possible vision for the City which is consistent with the Land Use and Circulation Elements. It is not intended nor shall it be construed to have any regulatory or binding effect.

In the year 2000, the residents of Santa Monica live in neighborhoods that have retained their character and identity over the past decades. Changes have taken place, and new housing has been built, but the distinct nature of these living places has been complemented by this new construction. Most residents live on quiet residential streets which are free from an excess of traffic that shortcuts through the neighborhoods. Residents are able to walk to their nearby neighborhood commercial area and purchase the goods and services which fulfill their daily needs.

In the year 2000, the beach continues to attract millions of visitors each year. People using the beach just south of the newly reconstructed Pier are able to buy food at the concession stands situated along the Promenade. Many people enjoy dining at the terrace restaurants in the Oceanfront area which overlook the sand.

In the year 2000, visitors to Santa Monica are able to stay at the wide variety of new hotels in various areas of the City. Most, however, prefer to stay at the

PROLOGUE

Oceanfront hotels along Ocean Avenue. This area is popular with visitors because of its close proximity to the beach, Pier, Downtown, and Main Street, and the convenient shuttle bus to other visitor-serving areas. Guests enjoy strolling along Ocean Avenue or dining at the outdoor sidewalk cafes. Business guests appreciate the close proximity to the new high-tech conference center adjoining the Santa Monica Civic Auditorium. Many people, visitors and residents alike, are attracted to the architecturally striking mixed-use project that has recently been completed by the Rand Corporation. A series of setbacks on the west side of Ocean Avenue now visually extends Palisades Park along most of the length of Ocean Avenue south of Colorado Avenue to Crescent Bay Park and the southern beaches.

In the year 2000, the Downtown is considered to be the true focus of the community, with a wide variety of activities taking place. The area has much easier access to the Santa Monica Freeway since the new on-ramp was built at Fourth Street. The many new housing units and hotel rooms that have been built in Downtown ensure that there are people in the area at all times of day and night. These people, other residents of the City, workers, and visitors patronize the shops, services, restaurants, theaters, and art galleries that have flourished there. A major anchor development at the north end of the Third Street Mall near Wilshire Boulevard has contributed to the revitalization of the downtown core. The Mall is lined with a mix of uses for all types of people with many shops, cafes, and cultural facilities. Residents, hotel guests, and office workers are able to view this dynamic interaction from apartment, guest room, and office terraces above.

In the year 2000, the businesses in the Olympic Corridor provide a wide variety of job opportunities for City residents and others. The eastern portion is a heavily landscaped business park, containing many establishments offering jobs in high-technology and research and development fields, as well as other more general office categories. The western part of the Corridor is a bustle of activity generated by artisans and craftspeople. Many industrial, manufacturing, and service businesses remain from the 1980's, intermixed with artist studios and lofts.

In the year 2000, the Boulevards have retained their important role in the economic life of the community by providing much of the City's retail and office space. The newly constructed buildings complement the character and nature of the street, are of a scale that is compatible with the adjacent residential neighborhoods, and permit ample light and air to reach the street level. Pedestrians enjoy the special design

PROLOGUE

features of these newer buildings that make walking a pleasant and joyful experience. Visitors are amazed with the grace and beauty of the boulevards enhanced by public art, street furniture, landscaping, and special design features that characterize each street.

Santa Monica Boulevard between Downtown and 20th Street is still auto row, but enclosed salesrooms have replaced many of the surface lots.

The City hospitals have not expanded significantly on-site; what growth has occurred has taken place in accordance with specific plans prepared with neighborhood involvement. As a result, the incursion of hospitals and health care facilities into residential neighborhoods that took place prior to 1980 has been abated.

Broadway between Downtown and 20th is the center of a revitalized residential neighborhood. Small scale neighborhood commercial and mixed use projects with ground floor neighborhood commercial uses are located along the street.

Everywhere people are using transit and sharing rides more than was typical in the period prior to 1980. People are enthusiastically biking on improved trails, and there seems to be a great increase in the number of people who walk between home, work, school, and shopping.

We end our imaginary year 2000 tour with a clearer vision to guide us in the intervening years, and a renewed resolve to preserve the City of Santa Monica as a place:

- o where residential neighborhoods retain their unique characteristics, neighborhood identities, and wide diversity, and are protected from the undesirable intrusions that sometimes occur from adjacent commercial activities.
- o where the quality of life and the quality of the environment are improved with ample parks and other public open spaces, expanded recreational opportunities, improved and varied transportation systems, reduced congestion, better air quality, and a quieter place in which to live, work, and visit.
- o where the City's economic growth provides ample job opportunities for community residents, and assures adequate revenue for required and valuable City services and functions.
- o where the downtown and other important areas of the City are economically viable and attract their fair share of the

PROLOGUE

region's growth.

- o where the City retains its unique identity, charts its own future, and does not become an anonymous part of the larger Los Angeles region.

The following document is intended to ensure that Santa Monica will remain a richly varied and desirable community as it enters the twenty-first century.

INTRODUCTION AND PLANNING GOALS

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INTRODUCTION AND PLANNING GOALS

PURPOSE

Santa Monica's existing Land Use and Circulation Elements were adopted in 1958. Since then, there have been numerous changes and a sense of growing urgency for more explicit attention to the City's growth and development. The General Plan process required by state law is the logical first step in addressing these issues.

The purpose of the present revision to these Elements of the General Plan is

- o To comply with relevant state general plan law and guidelines.
- o To provide citizens with background information about their community, and allow them the opportunity to participate in planning and policy making.
- o To establish the foundation for further planning and implementation efforts, such as zoning amendment and specific area planning.
- o To re-establish a measure of long-term predictability about land use policies and standards.

WHAT IS A GENERAL PLAN?

A general plan is a long-term, comprehensive guide which addresses all aspects of future growth, development, and conservation within a city or county. Because a general plan is a long-range document, it usually addresses conditions up to a point approximately twenty years in the future. It is intended to describe a generalized "vision" of a city's proposed future pattern of growth and development.

In addition to guiding future growth, a general plan is legally binding on local jurisdictions. Once a city or county has formally adopted a general plan, new development approved by the jurisdiction must be in keeping with the plan's objectives, policies, and proposals.

State law establishes certain minimum requirements which a city or county must meet regarding the substance and content of a general plan. The most basic and perhaps significant requirement is that a general plan must consist of a diagram or diagrams and

INTRODUCTION AND PLANNING GOALS

a text which sets forth the city's long-range goals and objectives as well as policies, standards, and plan proposals designed to make sure that the goals and objectives are met. A general plan also must address nine subject areas: land use, circulation, housing, conservation, open space, seismic safety, noise, scenic highways, and safety. All of the various component parts of a general plan, when taken together, are required to comprise a document which is integrated and internally consistent.

The Land Use Element of the General Plan is required to include policies which designate the proposed general distribution and location of housing, business, industry, open space, education, public buildings and grounds, and other categories of land use. Policy standards of population density and building use intensity must also be indicated. The Land Use Element includes specific development standards which state the appropriate development densities and intensities for all land use districts. These specific standards will be used when subsequent implementation measures such as zoning code revisions and other City ordinance are undertaken.

The Circulation Element is required to identify policies for the general location and extent of existing and proposed major roads, highways, railroad and transit routes, and other non-motorized means of transportation.

The Land Use and Circulation Elements are almost inseparably related. The nature, routing, and design of circulation facilities are among the major determinants of the form of human settlement and of the uses of the land. Conversely, land uses create demand for circulation facilities. Because of this close interaction, this document combines these two Elements.

WHY REVISE THE GENERAL PLAN

Since the last Land Use and Circulation Elements were adopted, Santa Monica's comprehensive land use planning efforts have been limited to a study of existing land use prepared by the City Planning Department in 1975. Between 1975 and 1982, accelerating growth and its resultant development pressure in the City have represented an unprecedented challenge to the City's development management techniques, including planning and zoning. Regulations have failed to keep abreast of the concern of most Santa Monicans for protecting the quality of life.

Current public concern regarding land use and circulation policy was brought about by the combined effect of the following factors between the years 1975 and 1982:

- o Construction of over 4,000,000 square feet of new office space
- o Construction of over 1,000,000 square feet of new retail space

INTRODUCTION AND PLANNING GOALS

- o A ten percent net decrease in industrial acreage
- o A 20-percent increase in the number of buildings over four stories
- o A 33-percent increase in commercial building intensity as measured in Floor Area Ratio (see Glossary)
- o An accelerated increase in traffic volumes, from one percent per year prior to 1975 to three percent per year since 1975
- o A drop in transit usage by 1-3 percent per year, due to fare increases
- o Domination of residential construction by new condominiums, with very little addition to the rental stock.

In 1981 the City Council recognized that land use and circulation policies needed study and possible revisions in order to respond to the above factors. The City Council initiated a development moratorium and appointed several citizen task forces comprised of residents and business people to study the City's development policies and development standards and to make recommendations to the Council on appropriate changes. After receiving the Task Forces' recommendation, the City Council lifted the development moratorium, enacted an interim development permit approval process, and adopted Resolution 6385. This Resolution incorporated many of the Task Force recommendations and served both as interim development standards and as a notice of intention to change the City's Zoning Code.

In June 1982, after numerous Planning Commission hearings on the zoning changes proposed in Resolution 6385, the City Council determined that the rezonings anticipated in Resolution 6385 could not be completed without additional study. The City Council directed the Planning Commission to begin revising the City's Land Use Element of the General Plan and to consider the zoning changes proposed in Resolution 6385 in its revision of the Element.

It also became evident that the City's Circulation Element needed revision so the City Council approved a contract with the present consultant team to prepare both a new Land Use and a new Circulation Element.

The consultant team began preparatory studies that form the technical background for these revised Elements in August 1982.

INTRODUCTION AND PLANNING GOALS

THE PLANNING PROCESS AND PLANNING GOALS

Planning is a problem-solving process. It begins with an identification of key issues and formulation of goals intended to focus subsequent work. Issue analysis includes a review of relevant local and regional plans. The next task is a thorough diagnosis of the place in terms of its ongoing natural and cultural processes. Based on this analysis, the next phase is the presentation of alternative courses of action, and assessment of the costs and benefits of each alternative. Selection of the best plan calls for an evaluation of "fitness" against the goals adopted at the outset. The final product of the planning process is Land Use and Circulation Plan proposals, policy, and implementation strategy.

The Work Flow Chart (Figure 1) illustrates the process of preparing the new Land Use and Circulation Elements. Specific products and unique features are discussed below.

Identification of Issues and Assumptions

In September 1982, the Planning Commission approved a list of key issues to be studied in the Land Use and Circulation Elements. The issues were identified from various sources, including reports from the City Council-appointed Residential and Commercial/Industrial Development Task Forces, the Chamber of Commerce, responses to a questionnaire that was mailed to 51 groups and individuals, and review of numerous Santa Monica planning reports and documents.

During the formulation of Issues, a number of areas were specified as not requiring further proposals at this time, i.e., "given" for the purposes of the Plan Update study. The following are the assumptions regarding these areas:

Main Street -- Incorporate the land use policies of the Main Street Zoning regulations.

Santa Monica Pier -- Designate the Pier as a commercial recreational area and incorporate the Pier Development Guidelines.

Ocean Park Redevelopment Area -- Incorporate provisions of the Redevelopment Area Plan.

Airport -- Designate the airport land in a land use category that will permit airport and airport-related uses and other non-airport uses that would be appropriate in the area, including open space.

Residential Neighborhoods -- Maintain and protect the integrity of existing residential neighborhoods.

FIGURE 1

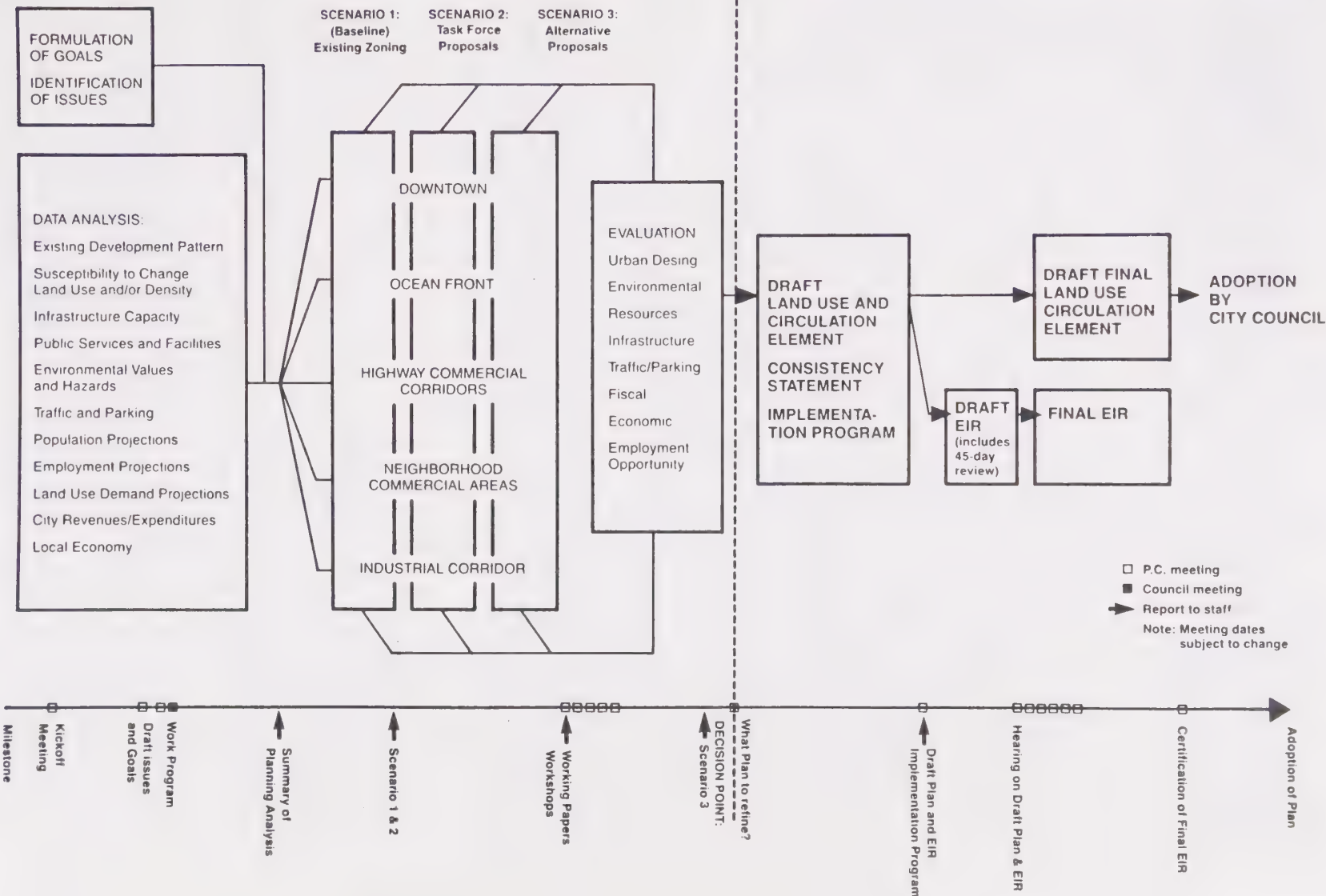
WORK FLOW CHART FOR PREPARATION OF LAND USE AND CIRCULATION ELEMENTS

GOALS AND
ISSUES FOR STUDY
PLANNING ANALYSIS

ANALYSIS/EVALUATION OF ALTERNATIVES

PLAN REFINEMENT AND EIR PROCESS

ADOPTION



INTRODUCTION AND PLANNING GOALS

Goal Formulation

Following the identification of issues, the Commission determined that the overall goal of the Land Use and Circulation Elements would be to promote balanced growth, as opposed to no growth or uncontrolled growth in the City. Further, the Commission directed that the Land Use and Circulation Elements seek to ensure:

- 1) adequate general revenue to the City,
- 2) employment opportunities for all residents,
- 3) support for a broad and balanced range of businesses and for all existing businesses, particularly for small businesses, for neighborhood-serving businesses, and for Santa Monica residents who want to start businesses in the City,
- 4) protection, maintenance, and expansion of the City's supply of housing for both tenants and homeowners that is affordable to all income groups,
- 5) preservation and improvement of Santa Monica's physical (natural) and built environment, with special attention to traffic and utility systems, and
- 6) consideration to the problems of unemployed and underemployed residents.

These goals were not ranked, but were meant to be interactive. The goals were intended as preliminary direction for the consultants and were not meant to prohibit the consultants from using their professional judgment in considering other goals and principles over the course of the revision process.

Planning Analysis

In March 1983, three background technical reports were released for public review:

- o Demographic and Economic Projections and Fiscal Analysis, which contains projections of population and employment, and market demand for office space, retail space, industrial space, hotel rooms, and residential dwelling units. It also includes a City-wide demographic and fiscal evaluation of Scenario 1 (continuation of current zoning to the year 2000) and Scenario 2 (implementation of Resolution 6385 development guidelines to the year 2000).
- o Land Use and Environmental Analysis, which describes existing land use patterns, changes from 1975 to 1982, land susceptible to change, environmental and infrastructure capacity, and the City-wide land use and environmental effects of Scenarios 1 and 2.

INTRODUCTION AND PLANNING GOALS

- o Circulation Analysis, which presents a discussion of existing circulation systems, changes in the period between 1975 and 1982, capacity to accept future growth, and the City-wide circulation effects of Scenarios 1 and 2.

Issue Area and City-wide Alternative Analysis

A unique feature of the Elements' work program was the preparation of Issue Papers for five areas of Santa Monica: the industrial corridor, the neighborhood commercial areas, the downtown, the major highway commercial corridors, and the oceanfront.

In March and April 1983, the five Issue Papers were released for public review. Each paper described the recent trends and current conditions in the subarea, and the potential effects of Scenarios 1 and 2. In addition, the consultants presented their Scenario 3 alternative and the likely results of the alternative policies for each subarea. In April and May 1983, the Planning Commission held a series of five public workshops at sites in or near each Issue Paper area.

In May and June 1983, the Planning Commission held public meetings on the City-wide effects of consultant proposed Scenario 3. At the conclusion of those meetings, the consultants were directed to draft the Land Use and Circulation Elements based on the Scenario 3 concept with certain amendments generated from public testimony. These public comments and Planning Commission directions helped guide the preparation of the Draft Elements.

Land Use and Circulation Elements Preparation

In November 1983, the Draft Land Use and Circulation Elements were released for public review and comment. About 500 copies of the Draft Elements were distributed or sold. City staff and/or the City's consultants met with various community groups to present and explain the documents, to answer questions and clarify intent, and to gauge initial public reaction to the Draft Elements.

Between November 1983 and February 1984, the Planning Commission held five public hearings on the Draft Elements to receive public comments. Between February and May 1984, the Commission reviewed the Draft Elements and public comments and prepared its recommendations to the City Council. The Planning Commission's Final Draft Land Use and Circulation Elements were adopted on May 5, 1984 and were forwarded to the City Council for its consideration.

During the summer 1984, City staff carefully analyzed the Final

INTRODUCTION AND PLANNING GOALS

Draft Elements and met with representatives of local interest groups to discuss the Commission's recommendations. In August 1984, staff recommended to the City Council that it adopt the Commission's Final Draft with various modifications. The City Council held two public hearings and approved modifications to the Final Draft Elements which were forwarded to the Planning Commission for its review and comment. The City Council approved the Land Use and Circulation Element on October 23, 1984, after a 26 month planning process.

For further information on the above background documents, please refer to the separate Technical Appendix to these Elements.

PLANNING BACKGROUND

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PLANNING BACKGROUND

PURPOSE

This chapter describes Santa Monica's land use and circulation relationships to its regional and local community context and provides a brief sketch describing the history of Santa Monica.

REGIONAL CONTEXT

The Los Angeles region is now the second largest population concentration and economic center in the country, ranking second only to New York City. Projections indicate that it will remain one of the fastest growing of the large urban regions in the United States.

Santa Monica is one of nineteen growth centers in the Los Angeles region identified in the Southern California Association of Government (SCAG) Regional Plan. Other nearby growth centers include Century City, Westwood, and the Los Angeles International Airport area. Because Santa Monica is the logical extension of the Wilshire Boulevard and Olympic Boulevard growth corridors westward, and also has a direct link to the airport via Lincoln Boulevard southward, it is sure to feel the effects of future regional growth trends. (See Figure 2: Los Angeles Region map.)

An important regional project affecting Santa Monica is the future extension of the county's Metro Rail system from Downtown Los Angeles to Santa Monica. The proposed route is either by way of the Southern Pacific right-of-way through the Olympic Corridor or under Wilshire Boulevard.

LOCAL PLANNING CONTEXT

Santa Monica is surrounded on three sides by the Los Angeles communities of Venice, Mar Vista, West Los Angeles, Brentwood, and Pacific Palisades. Proposed projects in the General Plans for these communities have been considered in preparing this update to the Land Use and Circulation Elements.

A number of proposed projects in surrounding communities are particularly relevant to planning for Santa Monica. The most notable project is in the Marina del Rey/Ballona area south of Santa Monica. The proposed Playa Vista project and new marina development will add 4.7 million square feet of office and retail space, 4,200 hotel rooms, and 6,500 residential units. In West Los Angeles adjacent to Santa Monica, recent new projects will add about 4.3 million square feet of new office space to the current inventory by the end of the decade.

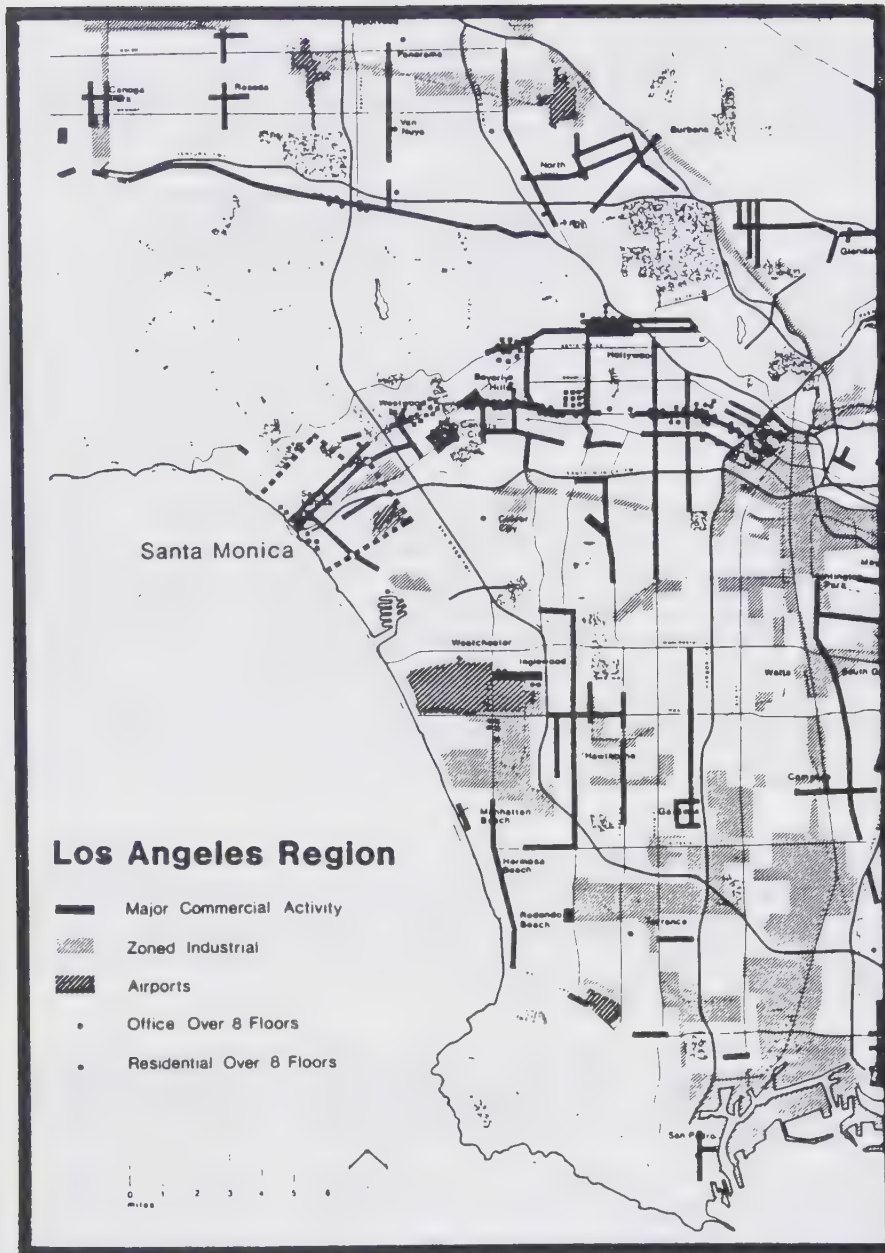


FIGURE 2

LOS ANGELES REGION

PLANNING BACKGROUND

General Plans reviewed for surrounding communities indicate a commitment to growth management in order to preserve the existing quality of life. For instance, allowable building height was reduced from unlimited to three stories on West Los Angeles commercial corridors, including Wilshire, Santa Monica, and Pico Boulevards adjacent to Santa Monica. In Brentwood, plans recently adopted for San Vicente Boulevard have recommended urban design guidelines to enhance and preserve the pedestrian scale and character of this important neighborhood commercial street. Similar guidelines are being prepared for Pacific Palisades in order to preserve the village atmosphere that is so important to its residents.

HISTORICAL BACKGROUND

Santa Monica's land use and circulation pattern, as well as its visual character, date back to its origins in the period between 1875 - 1900 as a seaside "beach community" and shipping port. Hotels, summer cottages, and visitor-serving commercial uses flourished because of its mediterranean weather, serene lifestyle, sea, beaches, and well-tended parks.

As the City's function as a shipping port declined in the period 1900 - 1930, the railroad continued to attract industry to the area. The newly built Pacific Electric Railway trolley line linking the City to Downtown Los Angeles brought in large numbers of tourists and attracted many full-time residents. It was during this period that the amusement piers were built. Income residential uses continued to be built for tourists, and single-family homes were built for year-round residents. The City adopted its first zoning ordinance in 1912 and amended it in 1922 and 1929. The relative location of allowable land uses has not changed since. In 1929, Douglas Aircraft Company located next to the City's airport at Clover Field. This event signaled a major economic expansion and concomitant population growth.

Growth continued, but at a slower rate during the next three decades. In 1958, the City's General Plan was revised, and, in 1965, Santa Monica Mall was built to bolster the City's tax base and stimulate the revitalization of Downtown. In 1966, the Santa Monica Freeway was opened, providing improved access to the rest of the Los Angeles region. The freeway brought about a boom in apartment and condominium construction that continued until the economic recession in the late 1970s. During the 1970s, Douglas Aircraft Company relocated, as did many other allied industries, to suburban industrial parks which provided inexpensive land for modern facilities and expansion, better transportation access, lower cost labor force, and closer proximity to affordable housing. As a result, much of the City's industrial district has been privately redeveloped to office uses or remains underutilized. In 1980, Santa Monica Place opened, providing the City with a regional shopping mall.

PLANNING BACKGROUND

Today, Santa Monica still retains the flavor of a "beach community", with a pleasantly low scale, an abundance of sunlight, sea air, and ocean views, and an engaging mix of incomes and lifestyles.

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KEY FINDINGS

PURPOSE

This chapter describes recent land use and demographic trends, demographic and development forecasts to the year 2000, environmental holding capacities, and background City-wide circulation information. In addition, relevant land use findings are described for sub-areas of the City. This background information is critical to formulating land use and circulation policy for the next twenty years, since it is important to base future policy on past experiences and future projections.

CITYWIDE LAND USE AND DEVELOPMENT TRENDS

The following section will outline key findings concerning development trends in the period between 1975 and 1982. These trends are an excellent indicator of what can be expected in the future.

Office

The most dramatic trend from 1975 to 1982 was the increase in office space. During this period, 2,644,065 square feet were built, with an additional 1,439,000 square feet either under construction or with a development agreement. This total addition of 4.08 million square feet in seven years is more than the entire amount of office space existing before 1975.

Sub-areas of the City which have experienced new office growth are illustrated by Figure 3, "Growth 1975 - 1982: Land Use Allocation by Area". Santa Monica Business Park was one of the largest projects built during the analysis period. The table below presents the distribution of office growth by City sub-area with and without Santa Monica Business Park. The column that does not include Santa Monica Business Park provides an indication of where likely office growth would occur if present trends were extrapolated into the future.

		Not Included
Santa Monica Business Park	34.3%	
Industrial Corridor	28.3%	43.0%
Downtown	17.0	26.0
Wilshire/SM Corridor	14.7	22.0
Broadway	1.8	3.0
Lincoln	1.5	2.5
Pico	1.5	2.5
Other	.9	1.0
Total	100.0%	100.0%

KEY FINDINGS

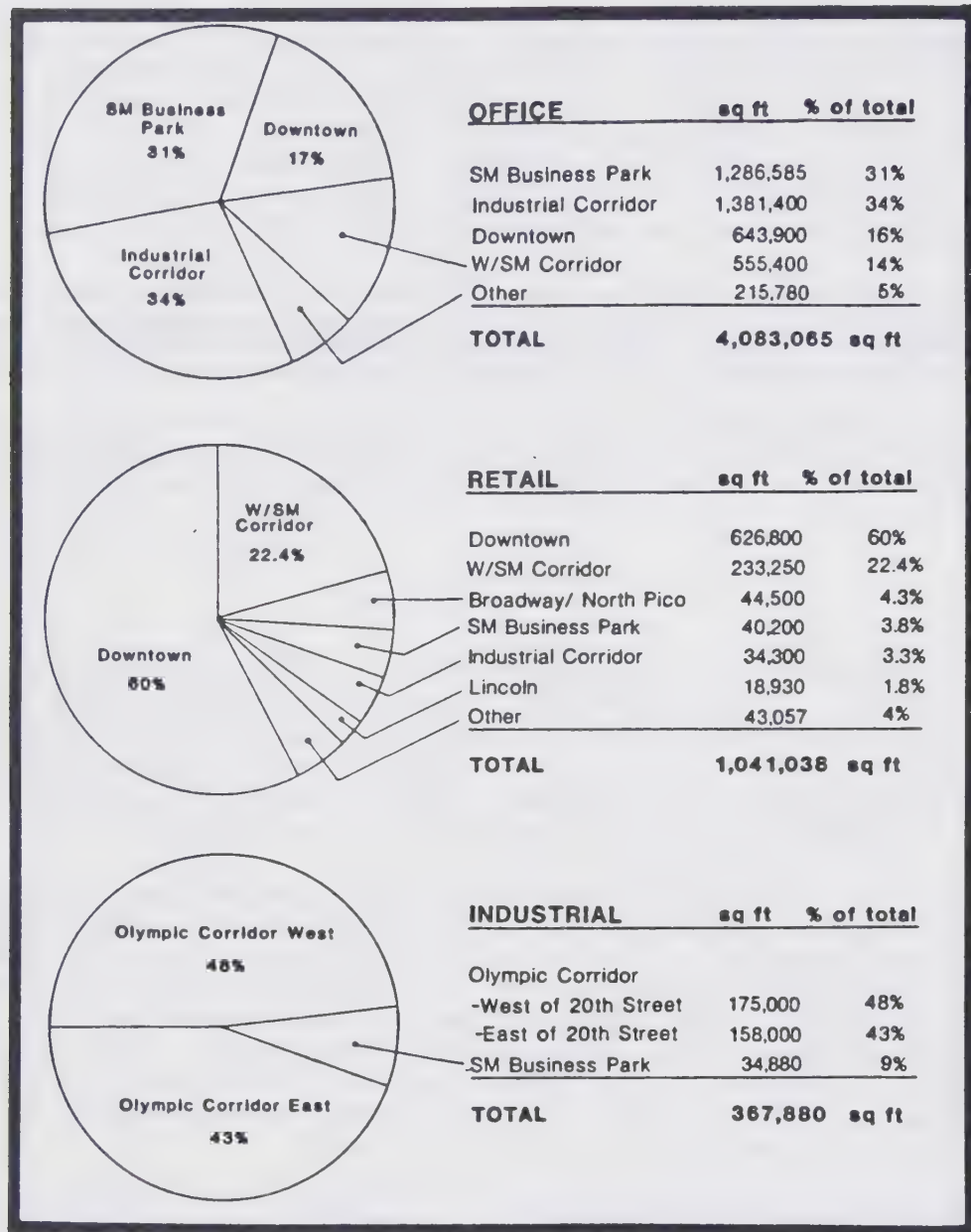


FIGURE 3

GROWTH 1975 - 1982 LAND USE ALLOCATION BY AREA

KEY FINDINGS

Since Santa Monica's current land use policy does not address desired form and character of development, many of the recent office buildings have exhibited materials, color, and massing alien to the surrounding context, and have caused excessive shading of public spaces and adjacent residential land uses. Along the commercial corridor there have been many complaints of traffic incursion and parking shortages in nearby residential neighborhoods. In addition, there has been growing concern that new office buildings have not contributed to the pedestrian environment at the ground level.

There have been three generalizable types of office space built in recent years.

- o "Corporate headquarters" or custom-type space, such as is common in recent construction along Wilshire Boulevard.
- o "General" or speculative office space, primarily oriented to professional tenants.
- o "Large-floor" space, a new hybrid that is suited both to the needs of certain office users (e.g., architects and engineers) and also to research and development users (e.g., advanced technology).

Retail

There were over a million new square feet of new retail space constructed since 1975; Figure 3 shows their allocation by area. Much of this is accounted for by Santa Monica Place, a 476,000-square-foot complex of shops and restaurants located at the southern end of Santa Monica Mall. Despite construction of this major regional shopping center, the rest of Downtown has received very little new retail investment.

After Downtown, the Wilshire/Santa Monica Corridor is clearly the second most attractive area for new retail development. The other areas -- Broadway, Lincoln, Santa Monica Business Park, and the Industrial Corridor -- all received very small percentages of retail growth; all together they totaled 17 percent, while the Wilshire/Santa Monica Corridor alone received 22.4 percent.

Two significant trends are affecting neighborhood-serving retail areas. In some areas, notably Montana Avenue, specialized stores or "boutiques" and office development are threatening displacement of neighborhood-serving uses such as bakeries, supermarkets, and cleaning establishments. And some areas of the City lack concentrations of neighborhood-serving uses. Residents of the Pico neighborhood suggest that the loss of the only major supermarket serving their area is signalling the decline of neighborhood commercial retail services necessary to serve local needs.

KEY FINDINGS

Industrial

Table 1: Change in Land Use 1975-1982 illustrates another important trend. An analysis of land use changes since 1975 indicates that there was a net loss of industrial uses -- a decrease of about 10 percent in acres of industrial land use since 1975. The total new industrial space added since 1975 was 367,880 square feet.

The majority of new industrial projects, both in number and in volume of space, have located in the western portion of the Olympic Corridor. Most of these projects have fitted the pattern of "incubator industry" -- new ventures needing a small amount of space and small lot size (less than one acre). This type of use is well suited to the typically small parcelization in the Olympic Corridor west of 20th Street.

In the eastern Olympic Corridor, where parcels are generally much larger, the typical development has not been traditional industry, but rather office or a mix of office with warehouse/distribution facilities.

Hotels

Only since 1981 have new first class hotels been proposed by developers and approved by the City. Until that time, little new hotel development had been discussed. Three projects currently being proposed, when constructed, should add about 830 new rooms to the City's hotel room inventory of 983 rooms. However, only about 300 of these rooms are to be built in the Oceanfront area of the City. About 130 rooms are proposed for an addition to a hotel that is located just east of the Oceanfront area and 400 rooms are proposed for the Olympic Corridor in the Colorado Place development.

Commercial Development Intensity

The leading indicator of development intensity is the ratio of building area to lot area, commonly called the floor area ratio, or FAR. The FAR compares the area of a building to the area of its lot (see Glossary).

Table 2: Development Intensity Change 1975 - 1982 illustrates the changes in development intensity from 1975 to 1982. Current average FARs remain extremely low: 0.80 for commercial and 0.2 for industrial. However, they have increased considerably since 1975: by 33 percent and 25 percent, respectively. This is a reflection of the comparatively high average FARs for recent projects: 1.0 for office, 0.72 for retail, and 0.36 for industrial.

KEY FINDINGS

Use	1975 Total	1982 Total	% Change 1975-1982
Residential	2370.5	2344.8 ²	-1.1
Commercial (retail and office)	314.7	381.7	+21.3
Industrial	414.6	372.6	-10.1
Public Recreation	221.4	233.8	+ 5.6
Other Public and Quasi-Public	443.4	431.7	- 2.6
Vacant Land	43.4	43.4	0.0
Streets & Rights of Way	1527.0	1527.0	0.0
TOTAL	5335.0	5335.0 ³	0.0

¹Source: Table 19 of 1975 Land Use Study

²Residential was obtained as the residual of all other uses

³Excluding annexation

TABLE 1

CHANGE IN LAND USE 1975 - 1982

KEY FINDINGS

	<u>1975</u> <u>UNITS</u>	<u>1982</u> <u>UNITS</u>	<u>NEW</u> <u>UNITS</u>	<u>% OF TOTAL</u> <u>NEW UNITS</u>
Montana and North	5,151	5,280	129	12.3%
Douglas Park	1,397	1,408	11	1.1
Wilshire District	12,038	12,102	64	6.1
Wilshire/Santa Monica Corridor	5,527	5,588	61	5.8
Downtown	1,721	1,789	68	6.5
Broadway	1,518	1,504	-14	-1.3
Pico (including Industrial Corridor)	3,764	3,848	84	8.0
Sunset Park	6,593	6,654	61	5.8
Ocean Park	6,554	7,135	581	55.6
TOTAL	44,263	45,308	1,045	100.0%

TABLE 2

RESIDENTIAL UNITS CHANGE 1975 - 1982

KEY FINDINGS

The practical maximum development intensity of recent projects has to a great extent been limited by parking requirements. Office buildings have typically been built with four levels of below grade parking; a high water table and construction economics prevent deeper excavation. This yields a maximum intensity in the range of a 3.1 to 3.8 FAR. Most retail and industrial projects provide surface parking, except in the Downtown Parking District. The parking requirements generate an amount of parking equal to the amount of building square footage. This yields an intensity of 0.5 to 1.0 FAR.

Continued increases in land costs are changing the land utilization trends, however. In many areas of Santa Monica, it now costs a developer more to buy land for surface parking than to pay the cost premium for structured parking. In the future, it is likely that parking for retail uses will be accommodated in structures, except for a limited amount of convenience parking.

A second indicator of development intensity is building heights. Existing building heights are predominantly two stories over most of the City. This low "beach community" scale is exceeded only in a few locations, notably parts of Downtown, along Ocean Avenue and Wilshire Boulevard, and the hospital sites.

Residential Development and Density Trends

Table 3: Residential Units Change 1975-82 summarizes residential changes from 1975 to the present, by area. These figures indicate that the majority of residential growth took place in neighborhoods nearest the ocean, the City's prime amenity.

The intensity of recent residential development has largely been determined not by the density allowable by zoning, but by parking requirements, combined with the standard 50 x 150 parcelization pattern. The typical recent project accommodates six units and the required two spaces per unit on a standard lot, yielding a net density of 35 units per acre.

Except for considerable infilling of blocks nearest the Ocean, as discussed above, residential density has changed very little since 1975. Parking problems have occurred in some districts because new residential construction is not required to provide guest parking, and many older residential developments provided inadequate parking for tenants.

BASELINE DEMOGRAPHIC AND DEVELOPMENT FORECASTS 1982-2000

Assumptions

These baseline demographic and development forecasts are based on regional economic forces and assume no City interventions that

TABLE 3

CHANGE IN DEVELOPMENT INTENSITY 1975 - 1982

Land Use:	Residential	Office	Retail	Office/ Retail	Industrial	Public & Quasi Public	Vacant	Streets	TOTAL
1975: Acres ¹ SF or DU FAR	2,370.5 44,263 units ---	--- 3,845,903 ---	--- 4,442,962 ---	314.7 8,288,865 .6	414.6 2,904,120 .16	664.8 --- ---	43.4 --- ---	1,527 --- ---	5,335 --- ---
1975-1982: New Acres New SF or DU Average FAR	(-25.7) 500 ---	79.35 4,083,065 1.2	33.31 1,041,038 .72	67.0 ² 5,124,103 1.76	(-42.0) 367,880 .356	(0.7) --- ---	0 --- ---	0 --- ---	--- --- ---
1982: Acres SF or DU FAR	2,344.8 ³ 44,763 ---	--- 7,928,968 ---	--- 5,484,000 ---	381.7 13,412,968 .8	372.6 3,272,000 .20	665.5 --- ---	43.4 --- ---	1,527 --- ---	5,335 ⁴ --- ---
1975-1982 % Change Acres SF or DU FAR	(-1.1) 1.1 ---	--- 106.2 ---	--- 23.4 ---	21.3 61.8 33.3	(-10.1) 12.7 25.0	(0.1) --- ---	0 --- ---	0 --- ---	0 --- ---

¹ 1975 Land Use Study² 67.0 acres does not correspond to (office + retail);
it is net of loss to other uses in the 1975-1982 period³ Residential change was a residual of all uses⁴ Excludes annexation

KEY FINDINGS

would suppress or enhance Santa Monica's share of the region's growth.

Demographic Projections

Santa Monica's population is projected to grow by approximately 4,000 persons, from 88,314 in 1980 to 92,899 in the year 2000 -- an increase of less than 5 percent. Employment is projected to increase from 55,000 to 83,000. This is an addition of almost 30,000 jobs -- an increase of more than 50 percent.

Demand Forecast

Office space is forecast to increase by 74 percent, or 3,849,271 square feet of new space. Retail space is expected to grow by 31 percent, or 1,705,221 square feet of new space. Industrial is projected to increase by only 7.4 percent, or 237,830 square feet. Hotel rooms are expected to at least double the current 950 first-class rooms. Approximately 2,000 additional dwelling units are expected. Growth allocation by area is projected to follow trends set during the period 1975-1982, setting aside the two unique projects of Santa Monica Place and Santa Monica Business Park.

Supply Forecast

The amount of land available to accommodate forecast demand has been estimated by a "susceptibility to change" analysis. This method classifies existing development in terms of the likelihood of its permanence. The analytic method is analogous to property appraisal procedures which assume that new, large, modern structures are more resistant to change than old, small, obsolete or structurally unsound buildings.

The following indicators were used to determine relative susceptibility to change:

Assumed permanent:

- o Residential uses
- o Recent projects
- o Historic Landmarks
- o Long-term public and quasi-public uses
- o Uses whose existing value exceeds the value to be gained by demolishing and rebuilding

Assumed susceptible to change:

- o Proposed projects
- o The reciprocal of what is assumed permanent

KEY FINDINGS

In a separate analysis, development potential was tested against forecast demand, using a range of FAR assumptions based on past building activity. In every case, there was at least twice the amount of development potential as needed to accommodate demand.

This 2:1 ratio accounts for the fact that some owners may be unwilling to put their land on the market even though it is judged "susceptible to change".

Further explanation of the methodology and findings of this analysis can be found in the Land Use and Environmental Analysis: Background to the Issue Papers.

ENVIRONMENTAL HOLDING CAPACITY

Early stages of the planning study included investigation of possible natural and infrastructural limitation to development. The findings of this investigation are detailed in the Land Use and Environmental Analysis: Background to the Issue Papers. They can be summarized as follows:

Natural Environment

Geologic, hydrologic, biologic, climactic, noise, and air quality factors were investigated in preparation of this plan. There are no natural constraints to development which cannot be mitigated by currently acceptable construction technology.

Public Services, Facilities and Utilities

Capacity analyses were prepared for the following public facilities and utilities: sewer, water, storm drainage, power, gas, telephone, parks and recreation, police and fire protection, schools, and solid waste. Existing and planned improvements should accommodate forecast growth, except for public parks, where the current 45 acre shortfall to meet standards set forth in the Open Space Element will grow to 55 acres, based on year 2000 forecast population. This open space deficit may be substantially greater if the acreage needed to satisfy the recreational needs of the City's daytime population is included.

KEY FINDINGS

AREA-SPECIFIC LAND USE FINDINGS

Downtown

The major problem in the area surrounding Santa Monica Mall is lack of market synergy, such as would be generated by a concentration of comparison retail and other complementary uses. Despite the addition of Santa Monica Place at the southern end of the Mall, there have not been enough attractions or incentives to offset the inherent disadvantages of the area: small parcelization, fragmented ownership, poor access to parking, lack of a second activity-generator at the Wilshire Boulevard end of the Mall, and competition from other retail districts in the City. Despite numerous plans to improve the Mall, it has continued to stagnate or even decline.

In the remainder of the Downtown area, the problem is not a lack of demand; there has been considerable office development activity in the eastern portion. However, development has been uncoordinated in terms of urban design. Current City policy encourages additional housing in the eastern portion of Downtown; however, there are not sufficient amenities or focus to cause residential uses to be developed. An example of such a beneficial amenity or focus would be a major park in the eastern portion of Downtown.

Downtown has the best combined infrastructure capacity and access in the City. Development can be concentrated there with minimum adverse effects of traffic congestion and encroachment into residential neighborhoods, provided freeway access problems are addressed.

Neighborhood Commercial Concentrations

One way to encourage a cohesive and well-functioning neighborhood is to ensure that day-to-day needs of residents are fulfilled by nearby shops, preferably within walking distance. Certain areas now have a valuable concentration of such uses: Montana Avenue, Wilshire Boulevard from 12th to 16th Streets, and portions of Pico and Ocean Park Boulevards are prime examples.

These valuable concentrations of neighborhood goods and services are in danger of being pushed out by higher-rent boutiques and offices in some areas, most notably Montana Avenue. In other areas, there is a perceived need for specific uses (for example, a supermarket on Pico), or proliferation of certain undesirable uses (for example, liquor stores).

For the purpose of assessing the successful functioning of neighborhood commercial concentrations, at least two measures are useful. First, the presence of a major food market is necessary to "anchor" the collection of smaller shops and services. The radius of service of major supermarkets is one to one and a half miles. By this criterion, most of Santa Monica is covered by the trade areas of the five existing supermarkets. The radius of

KEY FINDINGS

service of a "junior market" or grocery is one-quarter to one-half mile, or a five to ten-minute walk. Montana Avenue has three grocery stores, while Pico Boulevard has only one serving a similar residential area. Figure 4: Alternative Trade Area Standards map illustrates the location of existing groceries in the City.

A second measure of the health of neighborhood commercial areas is the percentage of street frontage occupied by qualifying neighborhood-serving uses. Montana Avenue and Wilshire Boulevard between 12th and 16th Streets are generally considered to be extremely well functioning neighborhood commercial streets. This study found that neighborhood-oriented uses (including retail shops) occupied 66 percent of the Montana Avenue street frontage, and 85 percent of the frontage along Wilshire from 12th to 16th Streets.

Olympic Corridor

The key to the future of the former "Industrial Corridor" is the changing trends in its uses and types of employment. This area, which is adjacent to and north of the Santa Monica Freeway has traditionally accommodated industrial and manufacturing uses because of its proximity to the railroad.

There is only a limited amount of industrial demand forecast for the next twenty years in Santa Monica. This projection is the result of regional trends which suggest a continued decline of industry and an increase of new research and development and high-technology sectors.

As illustrated in the charts in Figure 5: Olympic Corridor Trends in Use and employment, the percentage of space in the Olympic Corridor devoted to industrial uses declined 13 percent between 1978 and 1982, while advanced technology space increased 45 percent and office space increased 33 percent. Employment exhibited the same trends -- stagnation or decline of traditional industry and a rise in office and high-technology sectors.

Because of its potentially excellent freeway access, large parcelization, low density existing development, and location adjacent to the West Los Angeles Olympic Boulevard North corridor, the eastern part of Santa Monica's Olympic Corridor presents a prime opportunity for the City to capture some of these new uses and the concomitant employment and revenues they imply. The area is large enough to accommodate both the new users and the forecast demand for traditional industry, which is valuable as a source of entry-level and low-skill jobs.

KEY FINDINGS

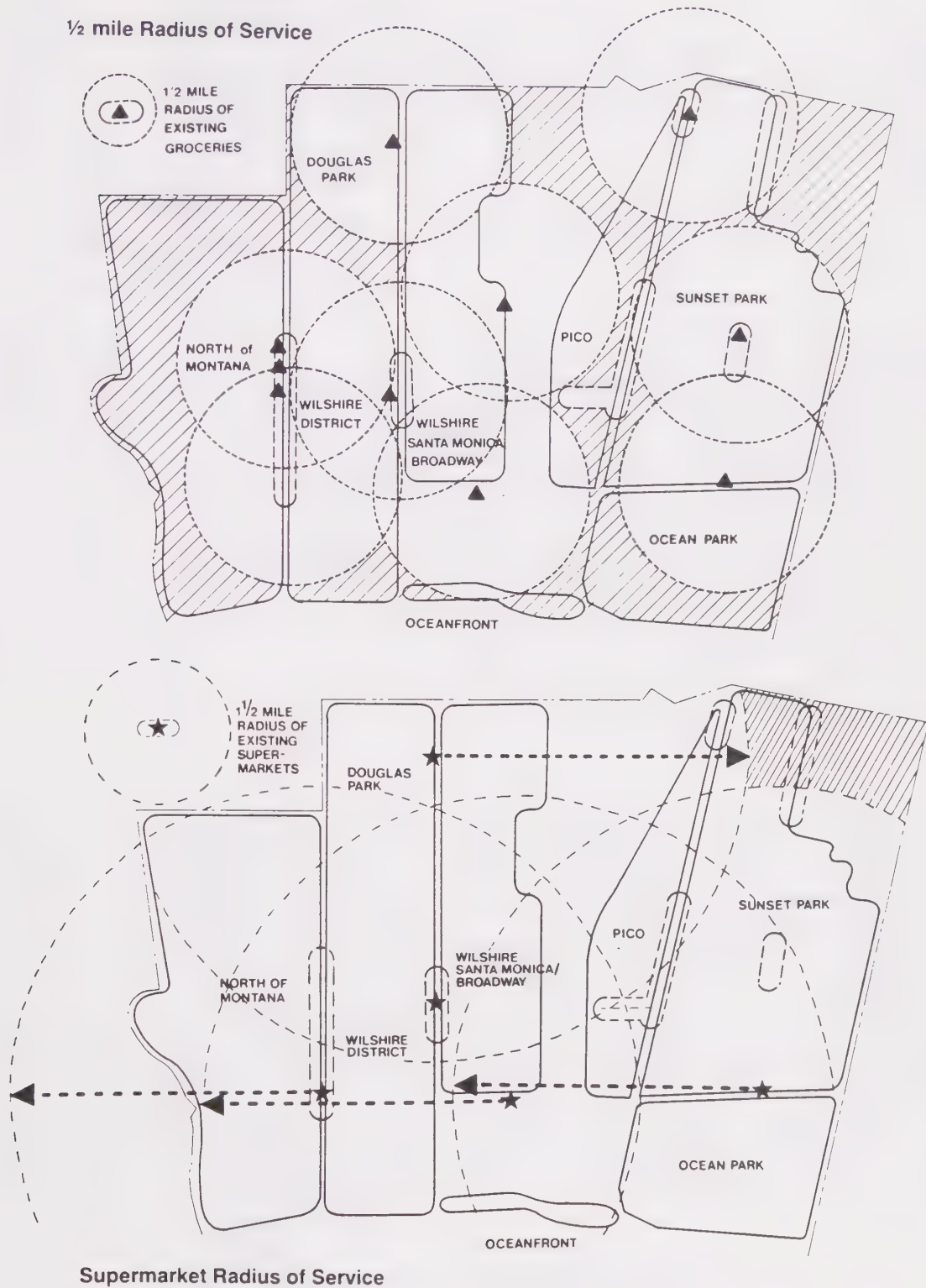
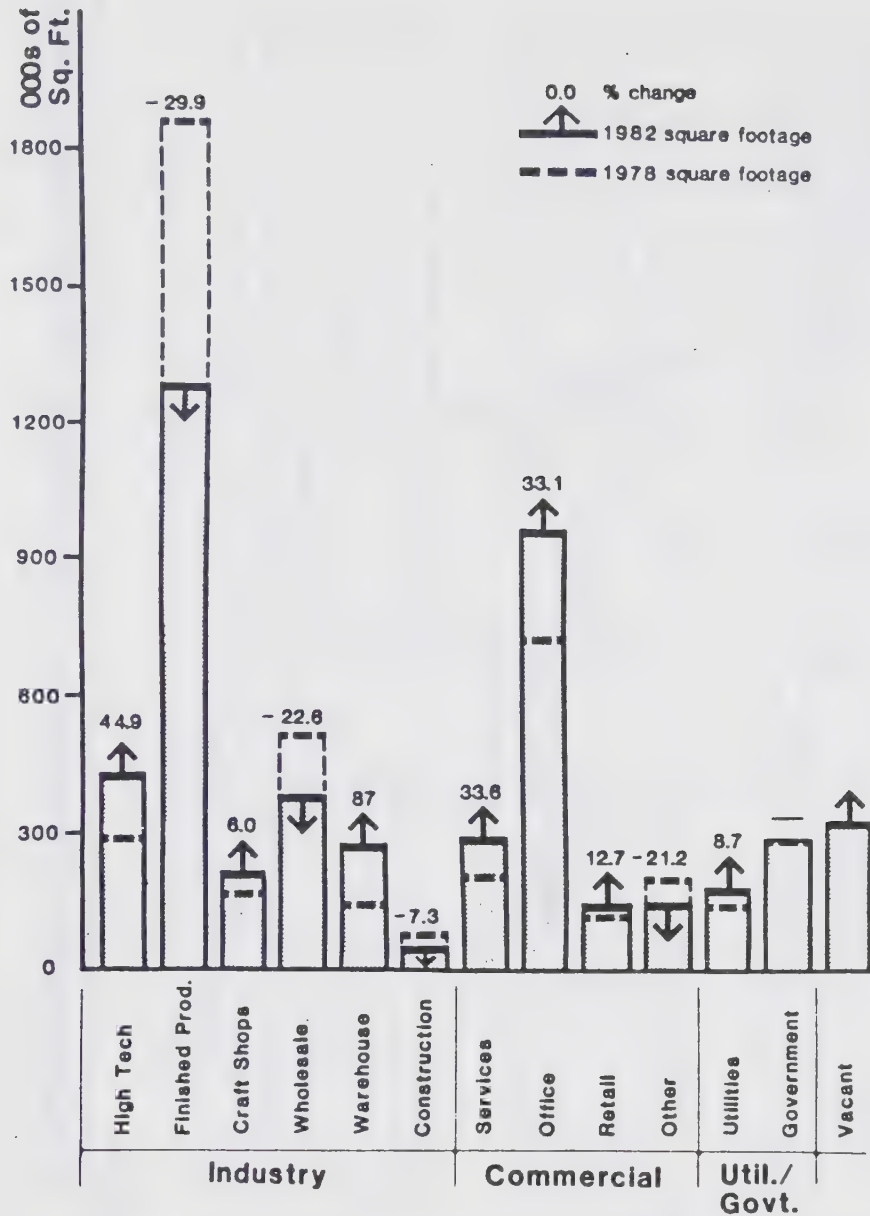


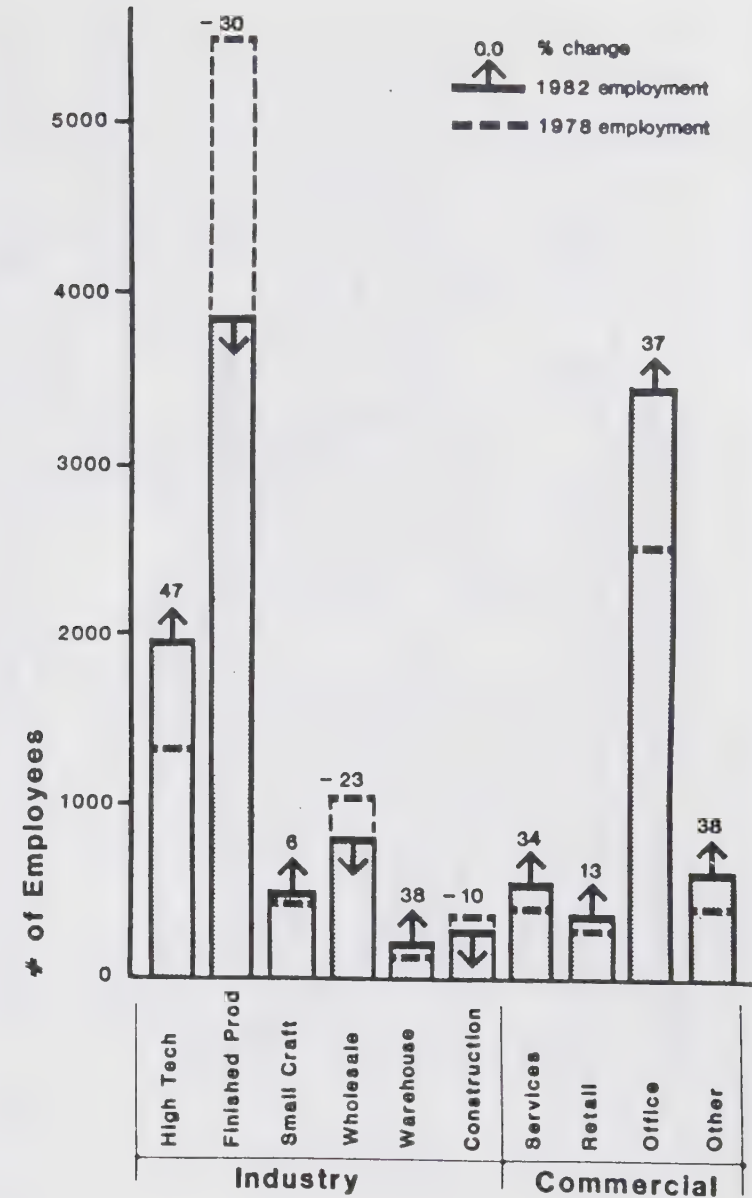
FIGURE 4

NEIGHBORHOOD COMMERCIAL ALTERNATIVE TRADE AREA STANDARDS



Change of Use in Sq. Ft. 1978-1982

FIGURE 5



Change in Employment 1978-1982

KEY FINDINGS

Wilshire/Santa Monica Corridor

Wilshire Boulevard has for many years been both an important circulation link and a commercial corridor. In recent years, there has been growing pressure for high-intensity commercial development as a logical extension of prestige office development on the Los Angeles portion of Wilshire.

Another important characteristic of Wilshire Boulevard is the exemplary neighborhood commercial concentration from 12th to 16th Streets, as previously described.

Santa Monica Boulevard is notable for three uses: automobile showrooms, hospitals, and offices. East of 20th Street, medical-related facilities, professional offices, and the GTE complex are the major land uses. West of 20th Street is the City's major concentration of "Auto Row" uses. The sales tax generated from auto sales makes them a valuable revenue source to the City.

High intensity commercial development in the Wilshire and Santa Monica Corridor has caused significant intrusions on the adjacent residential neighborhoods -- increased traffic on residential streets, shortage of on-street parking space, increased noise, undesirable effects resulting from the incompatibility of the high-intensity commercial corridor with adjacent residential development.

Broadway

The key finding relevant to Broadway between Downtown and 20th Street is its high percentage of vacant commercially-zoned land, inter-mixed with residential uses. There is frequent use of commercially zoned parcels for auto storage and other "backup uses" for Auto Row on Santa Monica Boulevard. Mid-blocks are stable residential uses, providing some of the most economical rental housing in Santa Monica.

Broadway is at a turning point. If left alone, it would receive a large number of new commercial projects because of the abundant land susceptible to change in the next twenty years. However, Broadway presents unique opportunities for mixing residential and compatible neighborhood commercial uses thus unifying the residential neighborhood currently bisected by a commercial street.

Pico

There are two neighborhood commercial areas on Pico Boulevard: one near Santa Monica College and the other near the eastern City limit. The service commercial portions of Pico Boulevard have languished in recent years in comparison with the commercial corridors discussed above. Pico neighborhood residents perceive a lack of certain neighborhood-serving uses, chiefly a major

KEY FINDINGS

supermarket, and an excess of certain other uses, primarily liquor stores.

Lincoln

There has been very little recent development on Lincoln south of the freeway. The present visual character of Lincoln is dominated by highway strip commercial development.

Oceanfront

This area has dramatically declined since its early days when the Promenade and Pier were lined with hotels, bathhouses, ballrooms, and restaurants. There are only a few reminders of this past glory -- the Carousel, the former Casa Del Mar Hotel (now a health center), and the Breakers Hotel (now an apartment building). Currently, large areas along the Promenade are devoted to surface parking.

There are a number of large parcels offering particular opportunities for accommodating new visitor-related development and recreational amenities. Chief among these are the Rand properties. The Rand properties include almost the entire block between Main Street and Ocean Avenue, Pico Boulevard and the Freeway. This is a very strategic location for mixed-use development reinforcing the new hotel concentration, and for strong physical and visual links from the Civic Center to the water.

CITYWIDE CIRCULATION

Traffic

The existing street network in Santa Monica is basically a grid system which is bisected by the Santa Monica Freeway. The locations of the freeway interchanges and overcrossings, as well as the interrelationships of Santa Monica's streets with those of the surrounding street network of the City of Los Angeles, cause traffic to be concentrated on a relatively limited number of major streets.

Since 1975, traffic volumes on many of these major streets have been increasing at the rate of approximately three percent per year. Prior to 1975, traffic had been increasing at a slower rate approximately one to two percent per year.

In addition to the growth in traffic volumes, several other changes have occurred to the Santa Monica circulation network since 1975. Most of these changes have aimed to decrease the

KEY FINDINGS

capacity of predominantly residential streets and de-emphasize their use for through-traffic-carrying purposes. Modifications to the striping on 26th, 11th, and 14th Streets have converted them from four-lane streets (either all day or during peak hours only) to two-lane streets, with continuous left-turn lanes.

Two previous one-way streets in Downtown, 6th Street, and Arizona Avenue, were made two-way, thereby reducing their traffic-carrying capacities.

The capacity of a circulation network is expressed in terms of the average daily traffic volumes (ADT) that its streets can accommodate. Capacity is primarily a function of the number of lanes on the street, but it is also influenced by a variety of other factors, such as the presence or absence of on-street parking, the percentage of buses and trucks using the street, the number of driveways along the street, the location and timing of traffic signals, width of lanes, and the amount of pedestrian/bicycle traffic. The volume of traffic that can be accommodated on a particular street is also somewhat a function of the peaking characteristics of the traffic. In other words, if a large percentage of the traffic on a particular street occurs during the peak hour, the roadway may appear to be at capacity at a much lower ADT than a comparable roadway where the traffic is spread more evenly throughout the day.

The physical capacities of most of the streets in Santa Monica fall into one of the following four categories:

- o two-lane street: capacity = 20,000 vehicle per day
- o two-lane street with left-turn lanes: capacity = 25,000 vehicles per day
- o four-lane street: capacity = 45,000 vehicles per day
- o four-lane street with left-turn lanes: capacity = 53,000 vehicles per day.

When ADTs on roadways reach approximately 75 percent of the daily capacity, peak hour conditions will be approaching full capacity. In 1983, 75 percent of capacity has been reached at three locations: Cloverfield and Lincoln Interchanges to the Santa Monica Freeway, and Lincoln Boulevard south of Broadway. On all of the other major streets in the City, there is additional capacity available to accommodate traffic generated by new development.

Lincoln Boulevard and Cloverfield Boulevard provide access for both Santa Monica and regional traffic bound to/from the Santa Monica Freeway which causes them to be so heavily utilized. Diversion of traffic onto residential streets from these facilities and the major streets accessing them is beginning to occur, particularly adjacent to Lincoln Boulevard.

On residential streets, the physical traffic-carrying capacity of the streets is not the most relevant indicator of conditions on these streets. Rather, it is more important to consider the

KEY FINDINGS

volumes and speed of vehicles that residents find acceptable on their streets in order to maintain a pleasing residential environment.

Parking

The minimum amount of off-street parking that must be provided by new private developments is specified in the City's zoning ordinance. A preliminary review of the parking requirements for residential, commercial, and hotel land uses was conducted to determine if any changes to these requirements appeared warranted to prevent future development from exacerbating on-street parking problems by not providing enough off-street parking to meet their needs.

In the higher density residential neighborhoods, there is a shortage of on-street parking in the evening hours, indicating that adequate off-street parking for residents and their visitors is not readily available.

In the commercial districts, the on-street parking problems appear to be related to one of three factors: (1) at some office developments, the monthly cost to park in the development's parking facility is higher than many employees are willing to bear and they park on the street instead, (2) retail establishments prefer to devote all or most of their parking supply to customer parking and employees are encouraged to park on the street, or (3) many businesses are located in buildings that provide inadequate or no parking.

The current parking requirement for hotels in Santa Monica is less than that recommended in the Zoning and Planning Standard Guideline for Parking, published by the Institute of Transportation Engineers. It should be reviewed carefully and probably increased to one space per room for hotels of all sizes.

Transit

Transit service in Santa Monica is provided by Santa Monica Municipal Bus lines on twelve routes and by the Southern California Rapid Transit District on seven routes. The heaviest concentration of transit service is provided in the Downtown and along Wilshire and Santa Monica Boulevards. Current transit usage is approximately 5 percent (12 percent at peak hours).

In the recent past, transit ridership has decreased by 1 to 3 percent per year, primarily as a result of transit fare increases and the leveling off of gasoline price increases. Subsidies have helped stabilize transit fares in the past, but are expected to be sharply decreased in the future, as transit funds are diverted to rail mass transit systems in Los Angeles County. Transit

KEY FINDINGS

ridership is fare-sensitive; therefore, the expected fare increases are likely to result in continued decline in ridership.

The Los Angeles County Transportation Commission is currently studying alternate routes for extending rapid transit facilities throughout the county. Two potential routes in Santa Monica are being considered which could eventually provide rapid, mass transit service to the City: (1) an extension of the Metro Rail subway under Wilshire Boulevard to 4th Street, and (2) a rail line through the Olympic Corridor. The relative merits of each route should be carefully evaluated in cooperation with regional transportation organizations, adjacent neighborhood residents, and others.

Bicycle and Pedestrian Facilities

Most of the areas of the City of Santa Monica have a bicycle facility either proposed or existing within them. The one major area of the City that does not currently have any streets designated as bicycle routes is the southeast portion of the City in the Pico and Sunset Park neighborhoods. Also, a north-south bicycle facility connecting this area to the north side of the Santa Monica Freeway has not been designated.

Besides sidewalks along all major streets, a limited number of exclusive facilities for pedestrians are currently provided in Santa Monica. These include the Palisades Park walkways, the Promenade, and Santa Monica Mall. Wheelchair ramps have been provided at most intersections in Downtown and along Wilshire and Santa Monica Boulevards.

Future Transportation Capacity

Transportation system capacity is sensitive to the implementation of both structural (high capital cost) and operational (low capital cost) improvements. Structural or hardware improvements include road widening or new transit hardware. Operational improvements generally fall under Transportation System Management. Transportation System Management (TSM) actions are designed to improve transportation services by making more efficient use of the existing system. Many TSM measures require little capital and can be implemented in the near-term. Some of the actions are innovative, but many, such as traffic operations improvements, have been used for some time. TSM emphasizes a unified multi-modal approach to planning and implementation, and is most effective in reducing the external effects of transportation, such as degraded air quality, energy consumption, and noise.

The major categories of TSM include:

- 1) Traffic operations improvements;

KEY FINDINGS

- 2) Improvements designed to increase vehicle occupancy; and
- 3) Non-motorized transportation improvements.

These TSM techniques are described in the following paragraphs:

- 1) Traffic operation improvements are designed to make more efficient use of existing roadway facilities by directly controlling the flow of traffic. Projects proposed in the City could include such actions as freeway ramp metering, traffic signal system improvements, signing, pavement striping, traffic channelization, the relocation of transit stops, the construction of bus bays, and staggered work hours.
- 2) Ridersharing and high occupancy vehicle (HOV) improvements are aimed at reducing the number of vehicles on the road by increasing either the number of passengers per automobile or the number of transit riders. Actions include implementing express lanes and on-ramp lanes for high occupancy vehicles, preferential parking for carpools/vanpools, improved transit service, and subsidization of transit and/or vanpools costs.
- 3) Non-motorized transportation improvements are designed to encourage use of bicycles and walking as an alternative to the automobile. Typical improvements that encourage bike use include widened shoulders on highways, bikeways, and bicycle storage facilities. Typical improvements that encourage walking includes completing missing links in the pedestrian system to make walking more convenient and making the existing system more attractive to make walking more pleasant.

PLAN PRINCIPLES



PLAN PRINCIPLES

PURPOSE

As discussed in Chapter 1, preparation of the Land Use and Circulation Elements has been guided by the overall goal of accommodating balanced growth, and sixteen more specific objectives for adequate general revenue; housing and employment opportunities; attention to problems of the unemployed and underemployed; support for business; recognizing and fulfilling the City's role in the region; and protection of the environment, pedestrian and bicycle access, adequate open space, cultural activities, and the multi-ethnic and multi-income character of the City. In addition, there are a number of further principles stated below which serve to guide future growth and development in the City. Under each principle is a description of major tenets and policy directions, which are addressed in further detail in subsequent chapters.

PLAN PRINCIPLES

1. The Land Use and Circulation Elements should tailor development potential to more closely approximate the actual demand for new floor space which the City or an area is likely to experience in the next twenty years. This basic goal is to accommodate the baseline demographic and development forecasts as outlined in the Key Findings section of this document, consistent with the goals of the Land Use Element. It is not intended that the Elements suppress or enhance but to direct the City's share of the region's economic growth.
 - o Market demand for office, retail, and industrial floor area in Santa Monica is not unlimited since the City is not an island cut off from the regional economy. The City can expect to attract its proportionate share of the region's economic growth to the year 2000.
 - o There is likely to be a heavy demand for office space in Santa Monica.
 - o There is likely to be a declining demand for industrial space.
 - o There is likely to be a healthy demand for retail space, but probably not of the scale which has existed in the past, unless, auxiliary uses such as visitor-serving facilities, are augmented.
 - o There is likely to be demand for hotel and waterfront activities in the City, given its natural advantages. However, Santa Monica could expand this demand by actively

PLAN PRINCIPLES

seeking to identify the City as a pleasant visitor-serving recreational area.

- o There is sufficient land susceptible to change in the City to accommodate this projected growth, augmented by City efforts to expand its visitor potential, without major changes in the character of the City. Should demand in any sector outrun land supply in the future, the Land Use Element should be reviewed.
2. The Land Use Element should guide growth toward the areas of the City best suited to accommodate it from the standpoint of access, existing infrastructure, and minimizing of impact on adjacent residential neighborhoods.
- o The eastern half of the Olympic Corridor is best suited for large-scale office development since it is adjacent to freeway access and the eastern City limit. This proximity allows direct access to the area by employees and visitors, thus minimizing the amount of traffic that would have to traverse the City to get to this area. However, circulation and urban design improvements must be adopted so as to eliminate the incursion of these developments into adjacent residential neighborhoods and to ensure that development is compatible, in terms of scale and bulk, with residential structures. To help maintain the diversity in the City's housing stock, existing trailer parks should be retained.
 - o The Downtown area is well suited for concentrating office and comparison retail (versus neighborhood retail) development because it is adjacent to freeway access (especially if the Fourth Street ramp is constructed). While the demand for similar commercial development may be as strong along the Wilshire Corridor as within the Downtown, street capacity and existing infrastructure are superior in the Downtown. To encourage use during evening hours and to make the most efficient use of the infrastructure, housing, entertainment, cultural, and visitor-serving uses should also be promoted. In addition, the City will benefit from the invigoration of the Downtown to reinforce it as the "heart" of the City. It should be recognized, however, that retail development has not been as intense as it might have been in the Downtown because of competition from other areas. Thus, building intensities should be higher in the Downtown than in any other part of the City, to provide an incentive for development there.
 - o Wilshire Boulevard and Santa Monica Boulevard do not have easy access to the freeway and have residential neighborhoods in close proximity on both sides of the streets. As a result, this area should not be the site for a greater share of future growth than it has

PLAN PRINCIPLES

historically attracted or it would experience an undesirable increase in traffic and parking encroachment into the adjacent residential neighborhoods. The allocated demand for commercial space in this corridor should be accommodated in such a way as to not focus most of the City's future office or comparison retail development there. Such a focus is undesirable because of the increased problems of congestion and traffic encroachment into residential areas that would occur here that retail and office development in the Downtown and in the Industrial Corridor would not create.

- o Broadway, between Downtown and 20th Street, is a street which is undergoing change. It is attractive both as a site for residential and for neighborhood commercial development. The City does not need a fifth major commercial street, so Broadway should become primarily a residential street including compatible neighborhood commercial uses. Existing businesses on the street should be protected.
 - o Lincoln Boulevard has become a major local and regional transportation corridor. There is little the City can do except accommodate this use. Therefore, while some traffic congestion on Lincoln Boulevard can be eased by expanding its carrying capacity, congestion must also be reduced by limiting the amount of future growth along this boulevard.
 - o Pico Boulevard has not attracted much office development. Because the Pico Neighborhood lacks neighborhood-serving areas, this absence of office pressure should be used as an opportunity for the encouragement of neighborhood-oriented development on Pico Boulevard. Also, trends toward uses which are harmful to the residential area, particularly the expansion of the number of liquor stores, should be controlled.
 - o The Oceanfront is a unique and valuable resource which can become an extraordinarily attractive site for visitor- and recreation-serving activities. The development of visitor-serving uses will enhance the City's future revenue position and provide a source of revenue for other future City services. At the same time, the existing residential mix and public accessibility to the Ocean must be maintained.
3. The Land Use and Circulation Elements should minimize the number and length of automobile trips by locating growth along major alternate transit routes, promoting alternate transit modes, and locating housing near employment districts.
- o The eastern half of the Olympic Corridor is well-suited to

PLAN PRINCIPLES

accommodate office growth due to the relative ease of locating a light or heavy rail line through the Southern Pacific right-of-way and the direct access to the freeway.

- o The Downtown area is well-suited to concentrate office and comparison retail because of its accessibility, it is served by more bus lines than any other area of the City. The freeway allows more direct access to the area by employees and shoppers, thus minimizing crosstown driving on surface streets. The heavy concentration of bus lines serving Downtown results in more people from more areas being able to arrive by bus than is the potential in other areas of the City.

In addition, the Downtown area would be the most appropriate terminus of any proposed rapid transit line.

- o Wilshire Boulevard and Santa Monica Boulevard are served by transit, but not to the same degree as in the Downtown. Future new transit systems (heavy rail subway) along Wilshire may offer advantages to the City. As a result, this area should accommodate only its historically allocated forecast demand.
 - o Housing and employment districts should be located in close proximity though not in such a manner as to cause the incursion of traffic and parking from commercial into residential neighborhoods.
 - o The Circulation Element should facilitate pedestrian, bicycle, and transit usage.
4. The Land Use and Circulation Elements should propose those key public investment policies that are cost effective, that prevent artificial controls on growth, and that can be accomplished without direct support from the local tax base.

Some examples of these improvements include:

- o Expanding the capacity of the Cloverfield Boulevard freeway on-ramp to improve traffic movement and mitigate existing traffic problems.
 - o Constructing a Fourth Street freeway on-ramp to improve traffic movement and mitigate existing traffic problems.
 - o Supporting construction of a rail transit line to the Downtown area.
 - o Improving the capacity of Lincoln Boulevard.
5. The Land Use Element should protect aspects of Santa Monica which are unique and valued. These include its stable and

PLAN PRINCIPLES

desirable residential neighborhoods, its easy access to the Oceanfront, its well-maintained parks, its attractive streets, and street tree plantings, its pleasant low building scale, and its sunlit and walkable streets.

- o Santa Monica's residential areas are the very core of her day-to-day life. Neighborhood commercial areas which serve the needs of residents must be retained, protected, and encouraged where necessary. Residential areas must be protected from commercial and traffic intrusion.
- o The auto dealerships concentrated on Santa Monica Boulevard between 20th Street and Downtown which provide important revenues to the City should be retained. However, new development should be subject to design guidelines to enhance the visual character of the street and should consolidate sales, repair, inventory, and employee parking on-site.
- o Despite the projected decline in demand for industrial space in Santa Monica, the Olympic Corridor between Downtown and 20th is the location for incubator space for industrial development and a number of manufacturing firms. These should be protected.
- o The varied character of Santa Monica's population is an enormous asset. The City should provide land uses which encourage the provision of services and employment to its lower income, elderly, and minority populations. A special effort should be made to ensure that an expansion in development in the City carries with it a commitment to provide employment for local residents.
- o Ocean Avenue is an important street in the City so the design, height, and size of buildings placed on this street should be carefully reviewed. The expansion of view corridors and public access to the Ocean along this street should be a high priority.
- o The Oceanfront should contain visitor- and recreation-oriented development, but should not displace residential units. The mix of existing residential and new visitor-serving uses in the Oceanfront should reinforce one another and create the ambiance of a resort atmosphere rich with local culture.
- o The Downtown should clearly be the focus of the City and the center of a variety of activities.
- o High priority should be given to increasing public park space in conformity with the Open Space Element and Recreation and Parks Commission park and public open space goal of 2.5 acres per 1,000 residents and to reflect new open space standards for the City's daytime population.

PLAN PRINCIPLES

- o Urban design and development standards should be adopted that reduce the perceived bulk and mass of larger buildings and ensure that new development contributes to an active urban pedestrian street environment.
6. The Land Use Element should enhance desirable aspects of Santa Monica which are now being depleted.
- o The Circulation Element should not only accommodate auto traffic, but should expand opportunities for pedestrian and bicycle transportation and for alternative forms of public transportation.
 - o Areas of the City which perform specific roles -- the Olympic Corridor, the Downtown, the Oceanfront -- should be signalled with distinctive trees, gateways, street furniture, and signs.
 - o Development regulations should provide incentives for the revitalization of the Santa Monica mall.
7. The Elements should encourage citizen and neighborhood participation in the City planning and development approval process.
- o The Land Use Element should provide for public review and approval of siting and design of all projects that may generate potential adverse impacts.
 - o The Land Use Element should require assessment of neighborhood impacts in the environmental review of statements for all large projects.
 - o The Land Use Element should assist in the preparation of neighborhood needs assessments and neighborhood plans.
 - o The Circulation Element should suggest ways to include citizen participation in the development of bicycle and mass transit plans.

LAND USE ELEMENT

A large, empty rectangular box with a thin black border, occupying the majority of the page below the title. It is intended for the user to provide details for the Land Use Element.

LAND USE ELEMENT

PURPOSE

This chapter describes the Land Use Element. The first sections are devoted to a general description of the major land use and urban design proposals. The Land Use Classifications section defines each proposed land use classification. Subsequent sections describe the major land use and urban design proposals for each major area of the City. Following this chapter are the specific land use, citizen participation, and urban design objectives and policies.

MAJOR LAND USE PROPOSALS

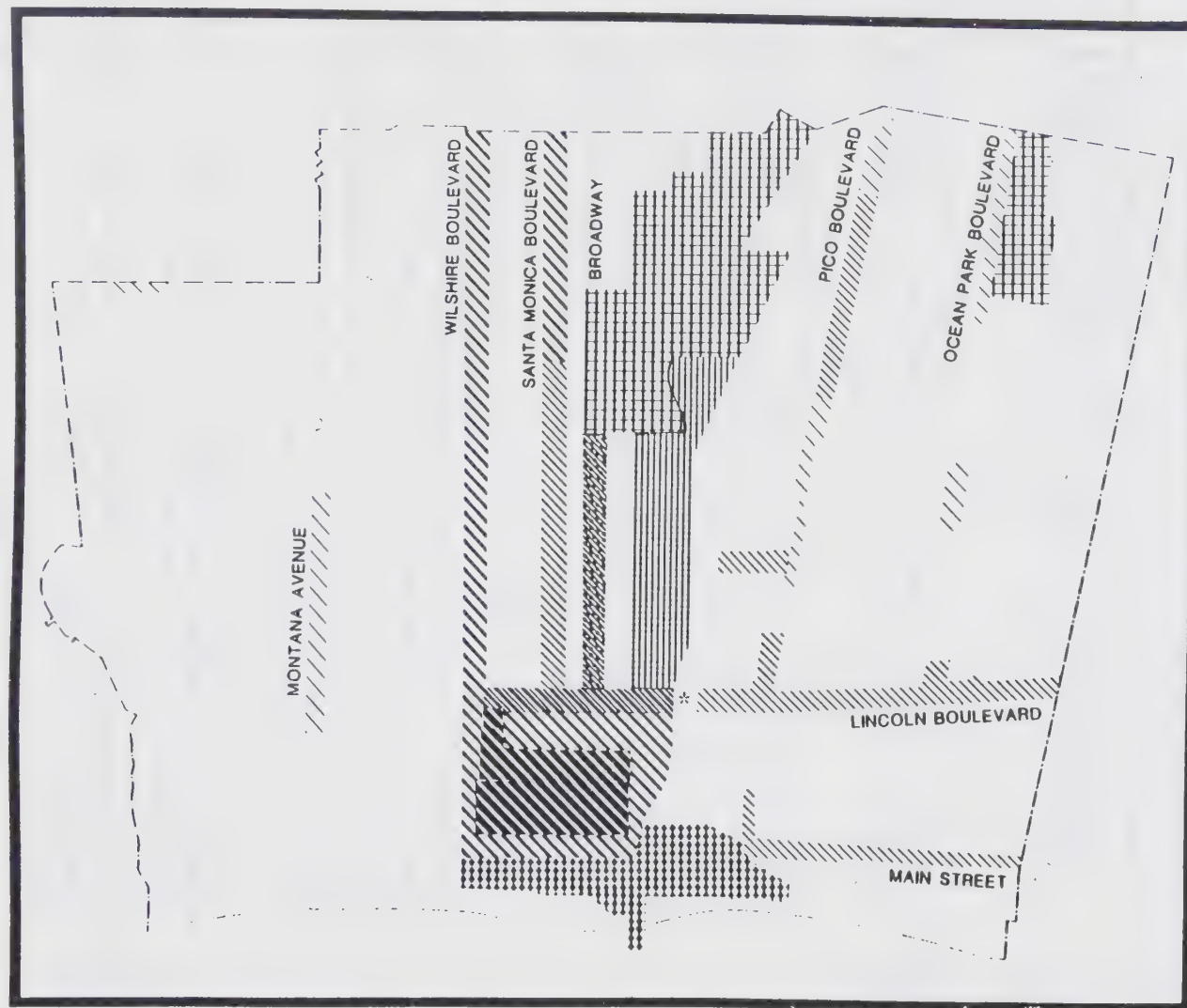
Land Use and Development Intensity --







Major land use proposals and relative commercial-industrial development intensities are diagrammed in Figure 6: Major Land Use Proposals and Figure 7: Intensities of Commercial-Industrial Use, and are briefly outlined below:

- o Direct the majority of future office and retail growth to the Downtown, the Special Office District, and Wilshire Boulevard. Allocate uses and intensity to reinforce the distinctive roles of these three districts, i.e., (1) concentrate comparison retail and cultural uses in the Downtown, to reinforce it as the focus of the City, (2) locate large-floor office and advanced technology uses in the Special Office District, and (3) locate general office and retail uses in the Wilshire/Santa Monica Corridor.
- o Create a new visitor-serving concentration in the Oceanfront area; improve the Civic Auditorium by improving its conference, recreational, and cultural facilities potential; enhance the Promenade and Pier, visually extend Palisades Park to Crescent Bay Park; and retain the existing residential mix, in order to capture the potential of this opportunity area as both a revenue generator and an amenity for Santa Monica City residents.
- o Retain and enhance existing concentrations of neighborhood commercial areas and promote additional neighborhood commercial areas to serve all residents.
- o Conserve the City's industrial and manufacturing sector, especially valuable "incubator" uses in the western Olympic Corridor.

FIGURE 6

MAJOR LAND USE PROPOSALS

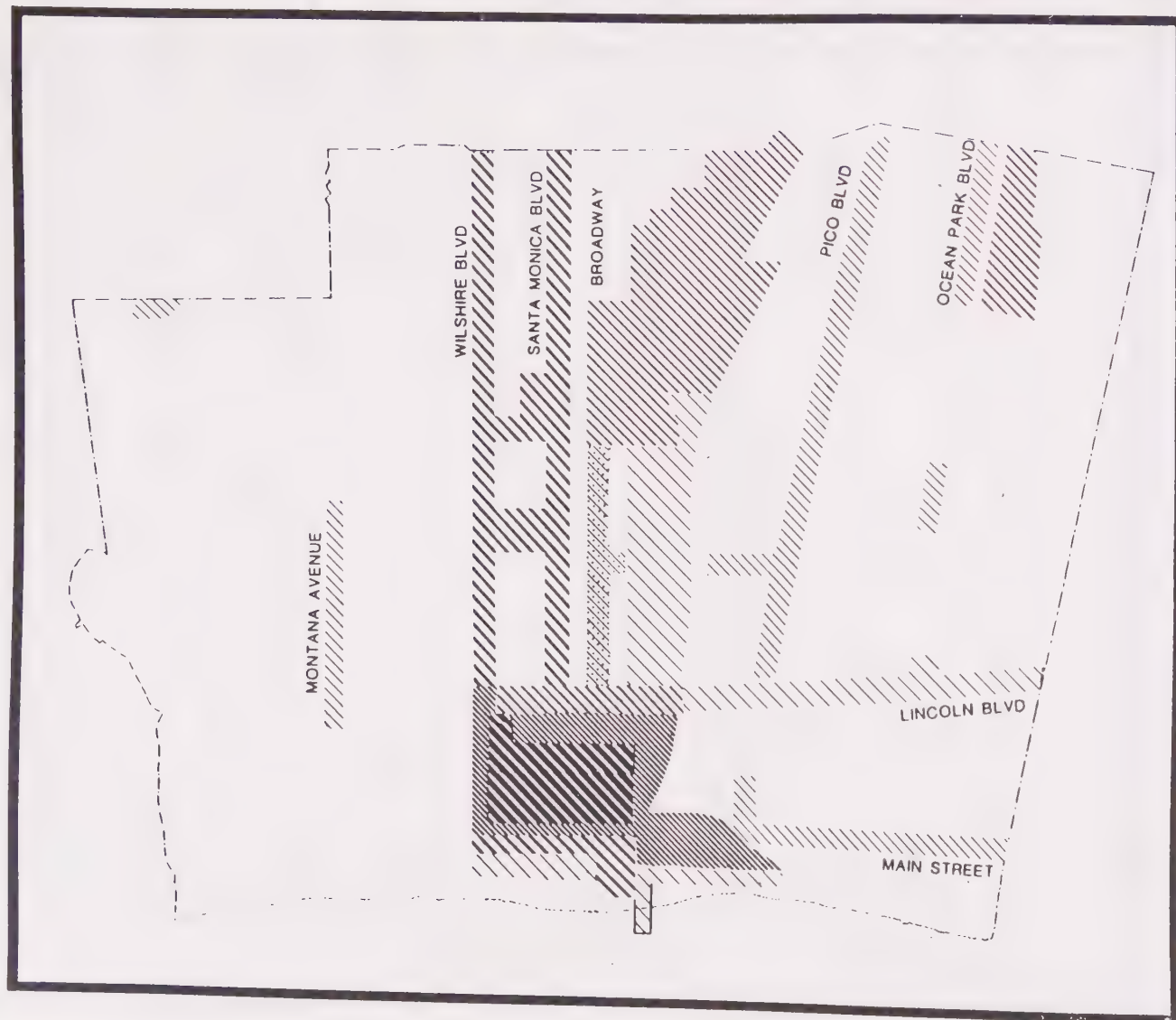
Major
Land Use
Proposals

-  Retail Core
-  General Commercial
-  Oceanfront Uses
-  Special Office
-  Service & Specialty Commercial
-  Neighborhood Commercial
-  Industrial
-  Residential Mixed Use

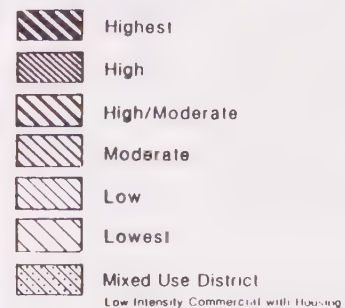
* Lincoln Boulevard
(north of freeway):
General Commercial and
Service & Specialty Commercial

FIGURE 7

INTENSITY OF COMMERCIAL - INDUSTRIAL USE



Intensity of Commercial-Industrial Use



LAND USE ELEMENT

- o Revitalize Broadway between Downtown and 20th Street as primarily a residential street to unite the surrounding residential neighborhood. Permit neighborhood commercial uses when included with residential in mixed use projects or in small scale neighborhood commercial centers. Permit existing businesses to remain for 25 years.
- o Preserve and enhance a favorable environment for residential neighborhoods. Protect housing from all forms of intrusion caused by commercial/industrial uses, through-traffic, and commercial parking.

MAJOR CITIZEN PARTICIPATION PROPOSALS

- o Evaluate neighborhood impacts of development in the environmental review process.
- o Assist in the preparation of neighborhood needs assessment and plans.
- o Seek citizen advice on improving the bicycle transportation system and public transportation improvements.

MAJOR URBAN DESIGN PROPOSALS

A necessary complement to the land use provisions of the Land Use Element is a vision of the desired form and character of future development in the City, i.e, its "urban design." Major proposals in this regard are diagrammed in Figure 8: Major Urban Design Proposals.

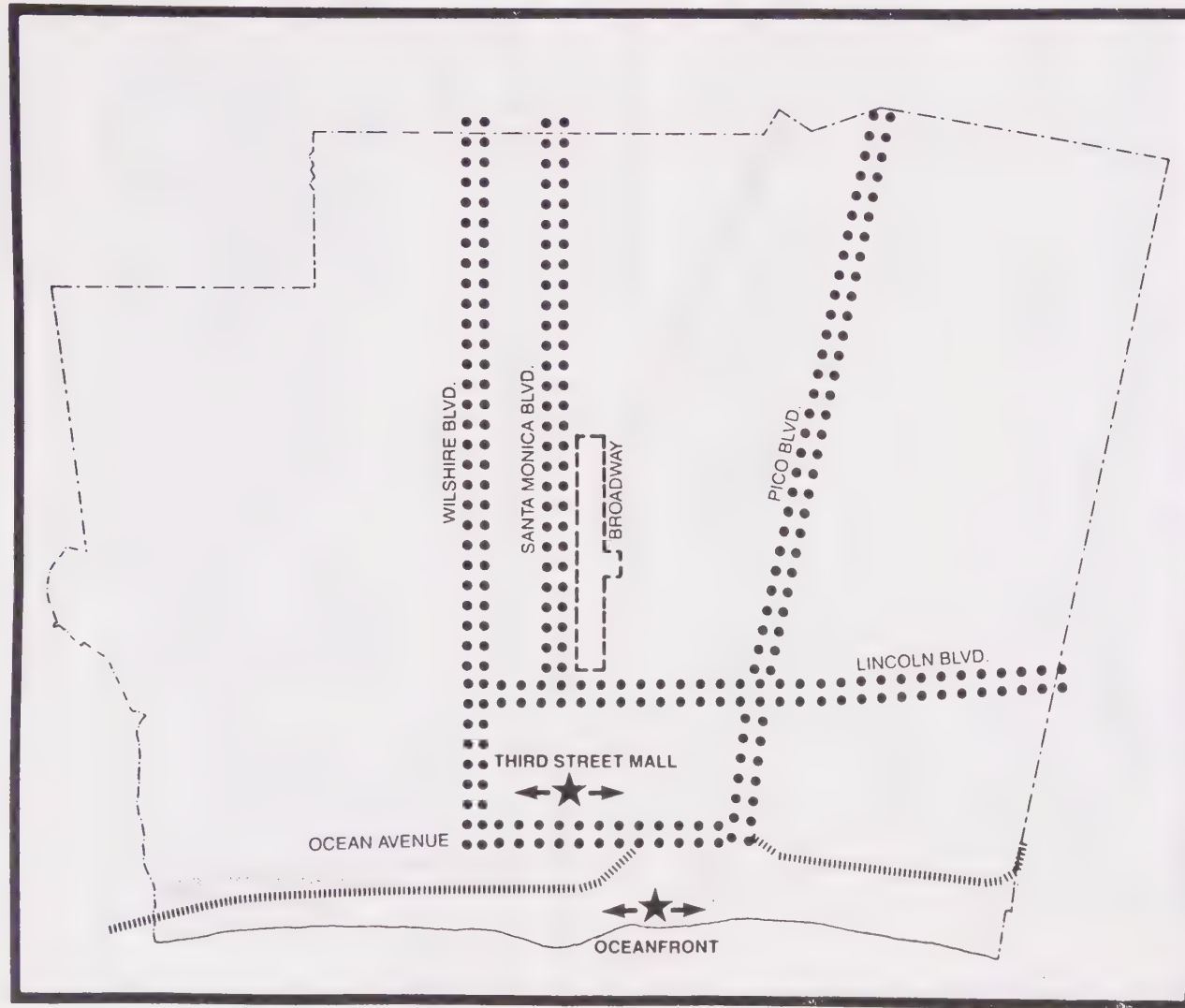
There are essentially five objectives of the urban design proposals:

First, the Elements aim to preserve the scale and character of the City. Key policy proposals recommend that the City:

- o Enact building envelope guidelines to minimize the impact of the perceived mass of structures, to preserve sunlight on public open space, especially during the winter, and to attenuate wind acceleration.
- o Reinforce the City's existing image as a low-scale, "beach community" (see Figure 9).
- o Conserve historic and architecturally significant buildings and require that new development respect the character of nearby or adjacent historic resources.

FIGURE 8

MAJOR URBAN DESIGN PROPOSALS



Major Urban Design Proposals

- Streetscape Improvements
- Major New Parks
- Enhancement of Special Features
- Neighborhood Enhancement
- Scenic Drive Improvements

LAND USE ELEMENT

Second, the Elements aim to encourage compatibility with the surrounding urban context. The following policy proposals illustrate this principle of harmonious interrelationship.

- o Ensure a sensitive transition between commercial and residential uses, by means of appropriate height, bulk, and screening guidelines.

Third, the Elements aim to improve the street-level environment for pedestrians. Examples of policy proposals to accomplish this include (see figure 10):

- o Maintain the urban image of certain areas by reinforcing a continuous street facade by means of a requirement that some portion of the front facade of a building be built to the front property line. In other areas, enhance a garden-like image with landscaped setbacks.
- o Control ground floor design to require a majority of street frontage in certain areas to feature "pedestrian-oriented" design qualities.
- o Maintain an attractive and uninterrupted pedestrian path by controlling curbs and driveway outlets while minimizing potential traffic intrusions into residential neighborhoods.
- o Encourage pedestrian amenities, such as frequent entrances and display windows, outdoor cafes and sidewalk retailing (such as vendors), kiosks, awnings, signage oriented to walking traffic, usable plazas or parks, public art, and street furniture.
- o Encourage design articulation of building facades.

Fourth, the Elements aim to make the City more visually distinctive and individual areas of the City more recognizable. There are a number of key policy proposals to enhance the City's distinctive character and focus:

- o Create a recognizable "signature" for major streets, by the use of characteristic streetscape treatment composed of landscaping, lighting, graphics, and street furniture. Santa Monica has already established this tradition, with palms along Ocean Avenue, deciduous varieties in the residential neighborhoods, etc. The tradition should be extended and reinforced; priority streets are those framing Downtown (Ocean, Wilshire, and Colorado) and major entrances to the City (Lincoln, Santa Monica, and Pico Boulevards).
- o Increase the amount and extend the network of public and private open space, especially in the Olympic Corridor area, the eastern portion of Downtown, and the Oceanfront.

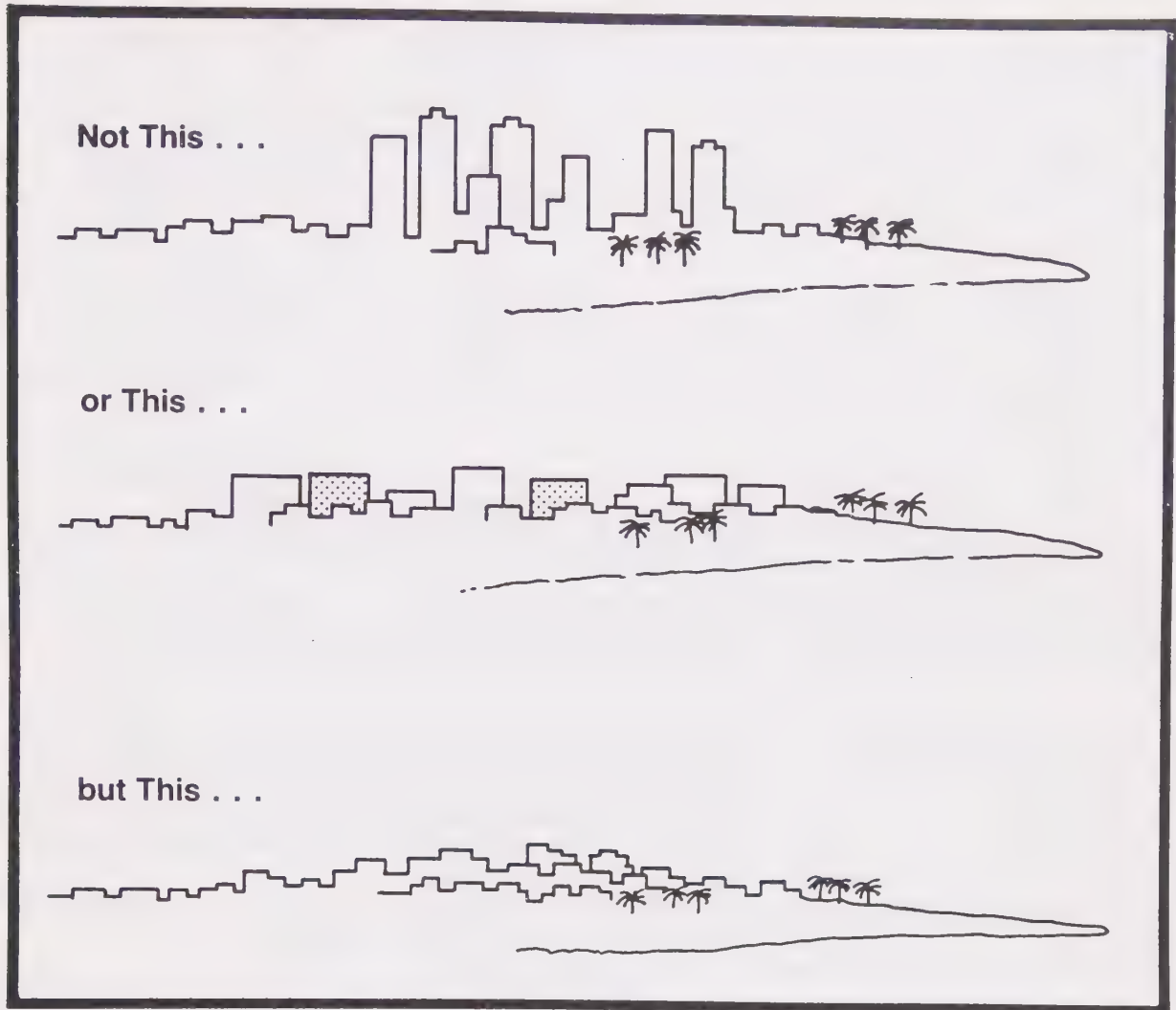


FIGURE 9

IMAGE OF SANTA MONICA



FIGURE 10

PEDESTRIAN — SCALED STREET

LAND USE ELEMENT

Fifth, the Elements aim to maximize the assets of the City's ocean front. Key policy proposals recommend that the City:

- o Encourage development in the Oceanfront area to provide usable terraces and public viewing platforms.
- o Extend view corridors and pedestrian access in the Oceanfront area.
- o Improve Colorado Avenue to emphasize it as the main entrance to Pier.
- o Visually extend Palisades Park along Ocean Avenue to Crescent Bay Park.

LAND USE CLASSIFICATIONS

The fold-out Land Use Map at the end of the Land Use and Circulation Elements indicates the proposed location of land uses in the City, according to the following classifications.

- o Downtown Core -- The primary concentration of comparison retail (see Glossary) and additional complementary uses, particularly hotels and cultural facilities, but also general office and high density residential uses.
- o General Commercial -- Retail, general office, and high-density residential uses.
- o Service and Specialty Commercial -- Businesses and services oriented to automobile access. Allowable intensities and building standards should correspond to existing context, current uses, and traffic capacity.
- o Neighborhood Commercial -- Goods and services catering to the daily or weekly needs of nearby residents (see Glossary). Other commercial uses should be limited, to protect the concentration of neighborhood-serving uses.
- o Special Office -- Large-floor office/research and development uses.
- o Industry -- Industrial, manufacturing, warehousing, and small visual and performing arts studios.
- o Oceanfront -- Special purpose district combining visitor-serving uses (hotel, commercial recreation, restaurant) with existing

LAND USE ELEMENT

residential, public recreation, and cultural uses. The Rand property should be considered for limited office as well as visitor-serving development.

- o Mixed-Use -- Residential district permitting multiple commercial and residential uses on the same site.
- o Institutions -- Schools, hospitals and health care facilities, libraries, airport, cemetery, and other public facilities.
- o Public Open Space -- Parks, beaches, and median strips.
- o Single Family Housing -- Areas consisting chiefly of one-family dwellings on individual lots. Density up to 8.7 dwelling units per net residential acre, and height up to two stories (30') consistent with the scale of existing development.
- o Low Density Housing -- Areas allowing single and/or attached multiple family dwellings. Density up to 29 dwelling units per net residential acre, and height up to two stories (30') except in the R2R District in which the roof peak shall not exceed 35' if it has a pitch of 30 degrees or greater consistent with the scale of existing development.
- o Medium Density Housing -- Areas allowing attached multiple family dwellings at densities up to 35 dwelling units per net residential acre, and height up to three stories (40') consistent with the scale of existing development.
- o High Density Housing -- Areas allowing attached multiple family dwellings and hotels, at densities up to 48 dwelling units per net residential acre, and height up to four stories (50') consistent with the scale of existing development.

LAND USE ELEMENT

DOWNTOWN

Land Use and Intensity --

Downtown should clearly be the focus of activity in the City, both day and night. It consists of a Core and a surrounding Frame. The Downtown Core is the vicinity of Santa Monica Mall, bounded by Wilshire Boulevard, 2nd Street, Colorado Boulevard, and 5th Court, and the south side of Wilshire Boulevard from 2nd Street to Lincoln Boulevard. The Core is intended to be the major concentration of comparison retail development, such as department stores and general merchandise. Other uses that support and complement this prime function are also appropriate, such as hotels, housing, offices, and cultural facilities. Maximum allowable intensity is intended to encourage new investment and revitalization of the Third Street Mall.

The Downtown Frame will accommodate retail, hotels, general office, cultural, and high-density residential uses, at maximum intensity somewhat less than in the Core. The Downtown Frame is bounded by Wilshire, 1st Court, the Santa Monica Freeway, and 7th Court.

Urban Design --

The prime urban design aim for Downtown is to encourage a sense of human scale and pedestrian character. Recommendations specific to this area, as illustrated in Figure 11: Downtown Street Recommendation and Figure 12: Santa Monica Mall Proposals, include the following:

- o Require that the majority of the ground floor street frontage be composed of pedestrian-oriented uses in the Core area and feature pedestrian-oriented design qualities throughout the Downtown.
- o Prohibit on-site parking at street frontage and consider using the ground floor street frontage of public parking structures for neighborhood oriented retail uses to enhance pedestrian orientation in the Downtown area.
- o As a part of Mall revitalization, create enhanced streetscape, encourage sidewalk retailing and outdoor cafes, ensure retention of historic building facades, and improve access to City parking garages.
- o Consider a park in the eastern part of Downtown, as a catalyst for residential development.

LAND USE ELEMENT

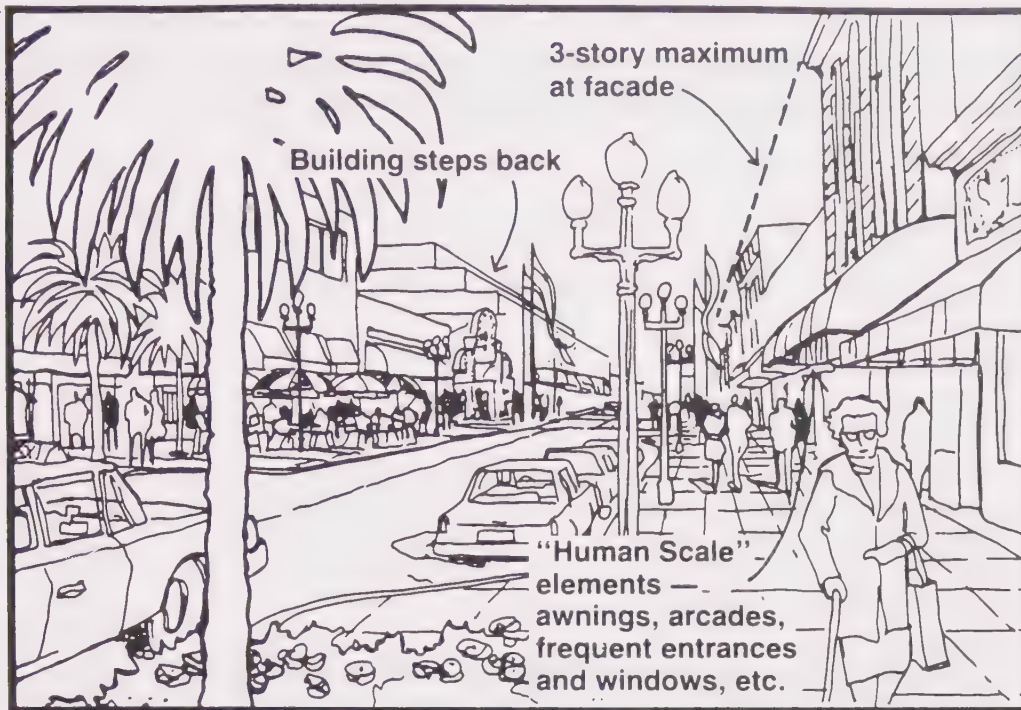


FIGURE 11

DOWNTOWN STREET RECOMMENDATIONS

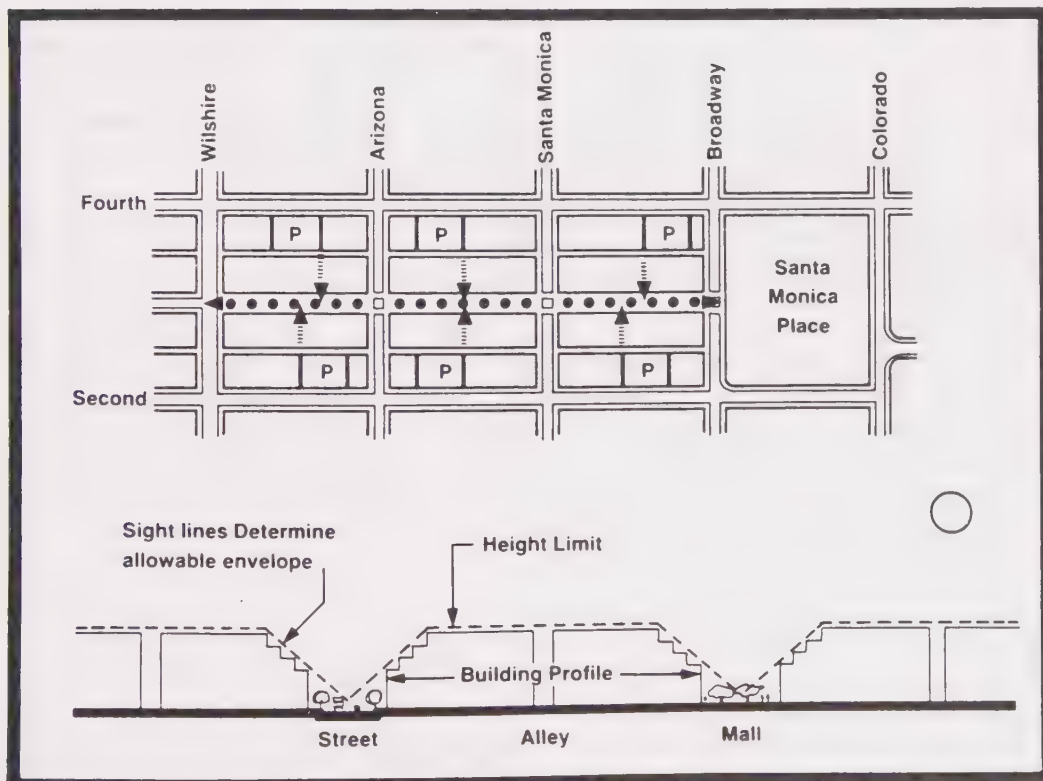


FIGURE 12

IMPROVED ACCESS TO MALL AND ALLOWABLE BUILDING ENVELOPE

LAND USE ELEMENT

WILSHIRE/SANTA MONICA GENERAL COMMERCIAL CORRIDOR

Land Use and Intensity --

Wilshire Boulevard east of Downtown and Santa Monica Boulevard east of 20th Street shall accommodate commercial uses that cannot be located in Downtown, at an intensity slightly lower than Downtown.

Urban Design --

The urban design aims for this area are to ensure compatibility with adjacent residential uses, and to reinforce the pedestrian character of these important commercial corridors. Specific recommendations, as illustrated in Figure 13: Wilshire/Santa Monica Corridor include the following:

- o Require appropriate transition to adjacent housing, by means of a height limit that steps down to that of the abutting residential district.
- o Require that a majority of ground floor street frontage in these areas feature pedestrian-oriented design qualities.
- o Encourage build-to line at street frontage. Encourage parking and service access from alleys or side streets.

SPECIAL OFFICE DISTRICT

Land Use and Intensity --

The Olympic Corridor generally east of 20th Street should be the location for large-floor office space and advanced technology uses which cannot be accommodated in Downtown or the Wilshire/Santa Monica Corridor because of small parcelization in those areas. These uses would complement rather than compete with the Downtown. Allowable intensity should be moderate. The Element also recommend that existing private schools and trailer parks in the area be preserved.

Urban Design --

The major urban design aim is to create a "garden office" district that ties into and is compatible with the surrounding residential neighborhoods. In order to accomplish this, the following recommendations are made, as illustrated in Figure 14: Special Office District Street Recommendations and Figure 15: Open Space and Streetscape Improvements.

- o Establish guidelines for building height, bulk, coverage,

LAND USE ELEMENT

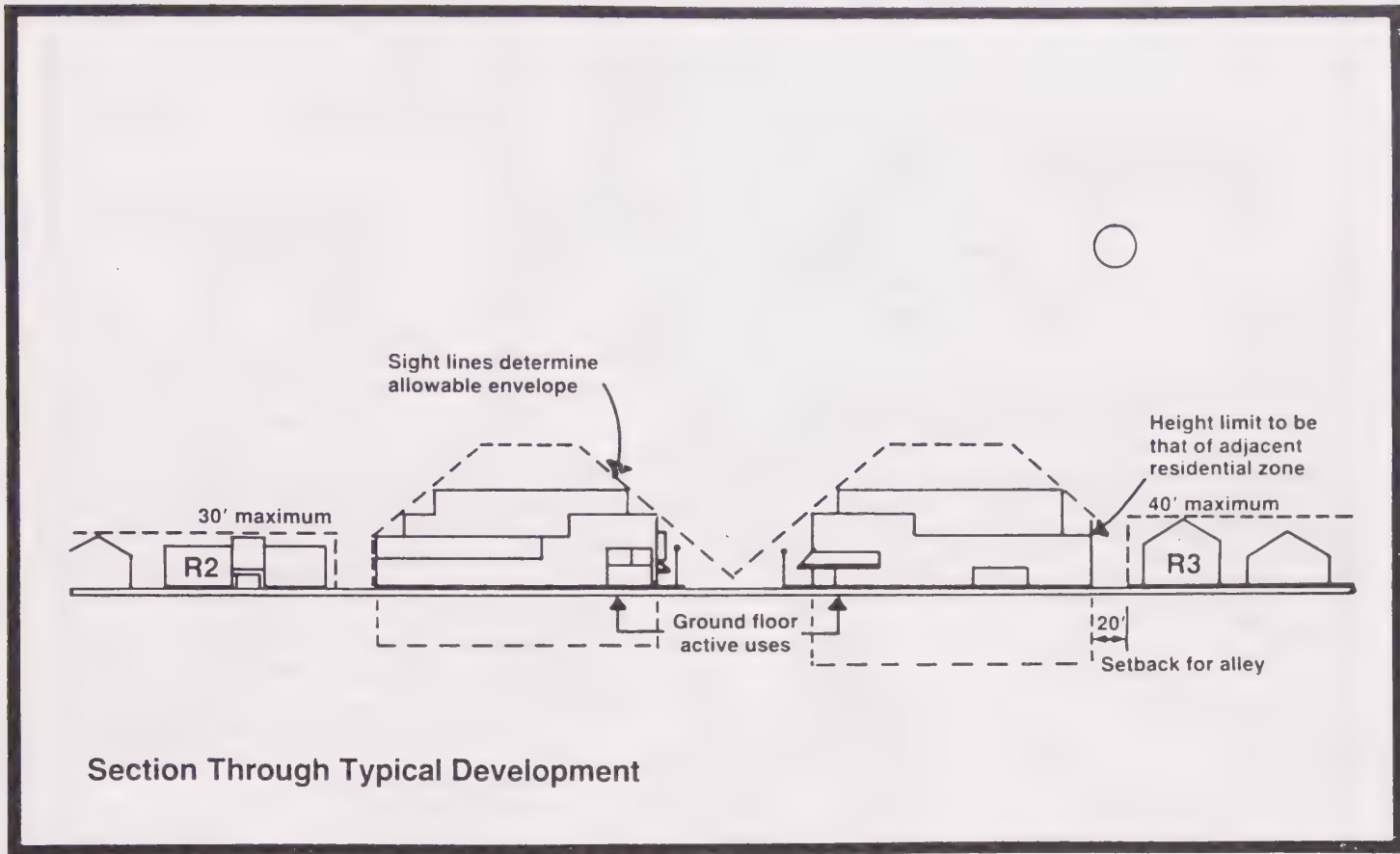


FIGURE 13

WILSHIRE/SANTA MONICA CORRIDOR SECTION THROUGH TYPICAL DEVELOPMENT

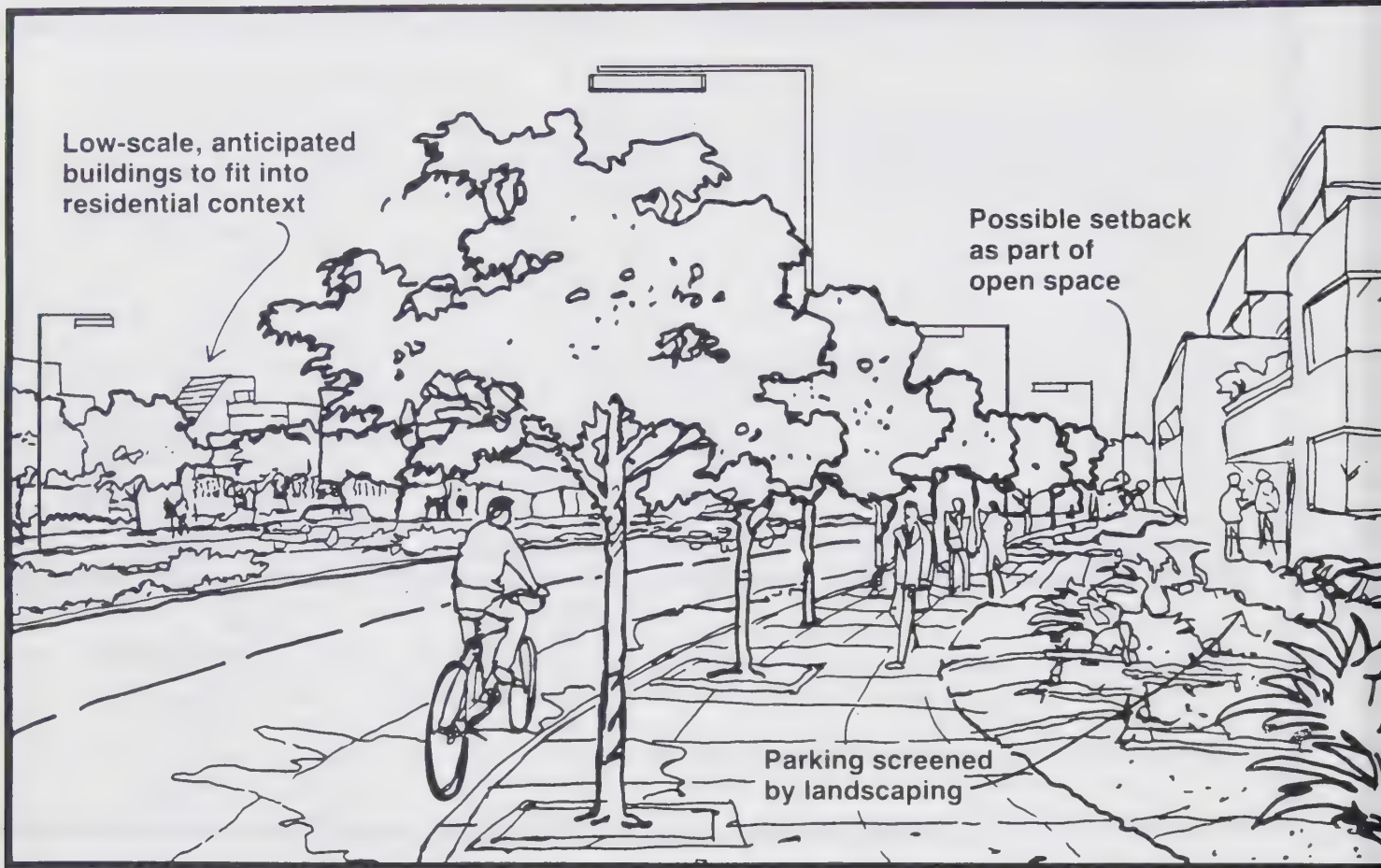


FIGURE 14

SPECIAL OFFICE DISTRICT STREET RECOMMENDATION

LAND USE ELEMENT

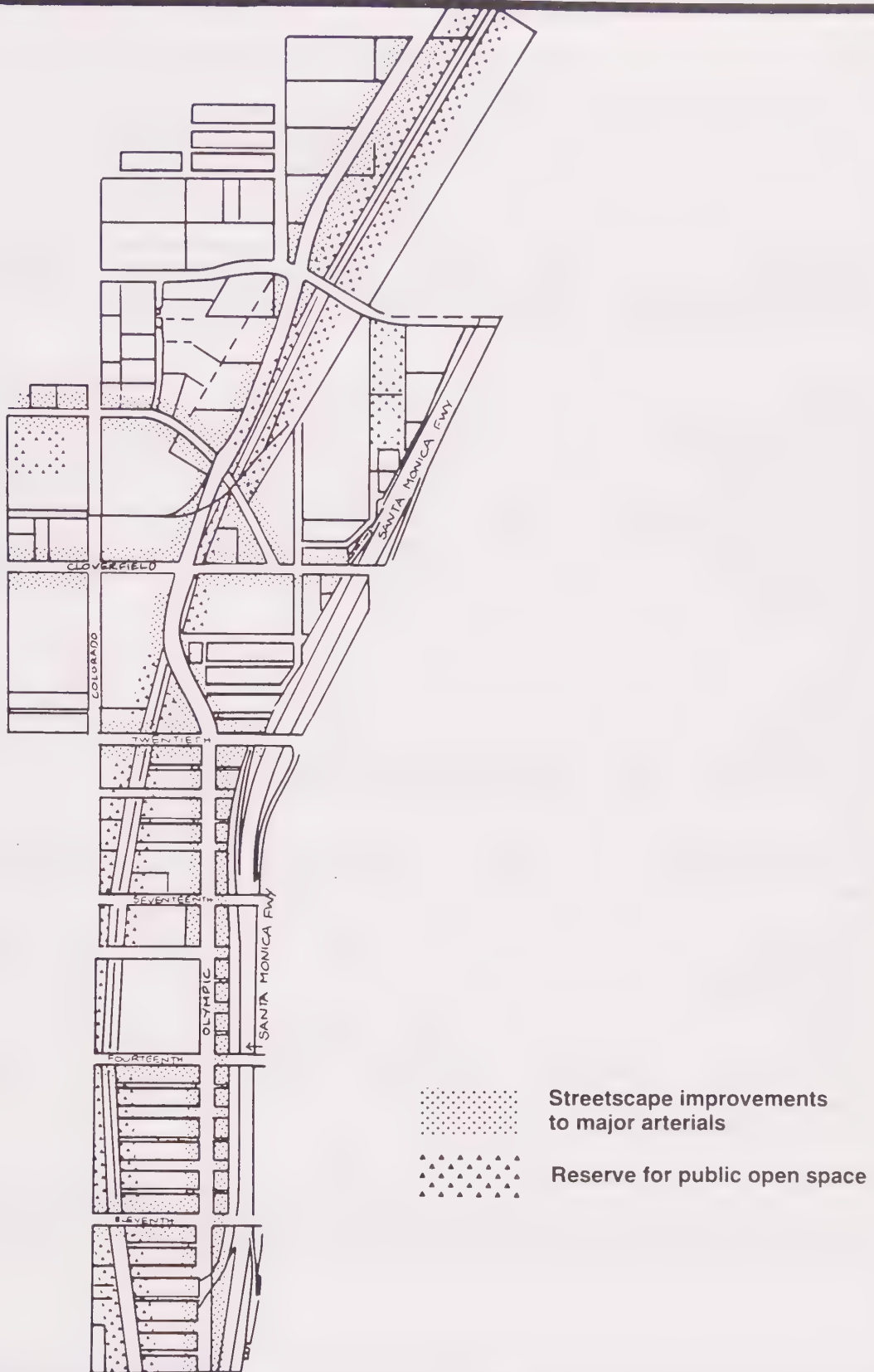


FIGURE 15

OLYMPIC CORRIDOR OPEN SPACE AND STREETSCAPE IMPROVEMENTS

LAND USE ELEMENT

setbacks, etc., which have the effect of creating a "campus" environment for development.

- o Reduce the visibility of surface parking from major arterials, by screening with buildings or landscaping.

SERVICE AND SPECIALTY COMMERCIAL AREAS

Land Use and Intensity --

The major Service Commercial districts are Pico, Lincoln, and Santa Monica west of 20th Street. They are intended to be the location of low-intensity auto-oriented businesses and services. Santa Monica Boulevard's "Auto Row" uses are allowed higher intensities, to ensure their continued auto sales function as a major revenue source for the City and to encourage the consolidation of auto dealership facilities. Main Street is designated as a specialty commercial area serving both local and regional needs.

Urban Design --

The special character and recognizability of each street should be reinforced by actions such as the following:

- o Encourage new construction to have some portion of its front facade be built to the front property line, screen parking, and locate service access at rear or side of building.
- o Provide landscaped center median or similar streetscape improvements to Lincoln Boulevard and Santa Monica between Downtown and 20th Street.
- o Remove visual clutter by prohibiting off-site signage.
- o Require existing surface parking lots fronting on streets to be landscaped.

NEIGHBORHOOD COMMERCIAL AREAS

Land Use and Intensity --

In addition to conserving the existing neighborhood commercial areas on Montana Avenue, 26th Street, Pico, and Ocean Park Boulevards, the Elements propose three new neighborhood commercial areas, Pico from 31st to 34th Streets, Broadway between Lincoln and 7th Street, and a ground floor neighborhood commercial preservation zone on Wilshire from 12th to 16th.

LAND USE ELEMENT

These areas already have a significant concentration of neighborhood-serving businesses and services, and their role should be enhanced. The Elements requires that new projects proposed in these areas have a majority of their ground floor street frontage devoted to neighborhood commercial uses. The Elements also recommend that methods to provide neighborhood commercial uses in the Downtown be considered. The Elements also recommend retention of valuable "anchor" uses such as food markets, and limitation of the number of uses such as liquor stores and gas stations in areas where an over-concentration of the uses may adversely impact surrounding neighborhood.

Allowable intensity in neighborhood commercial areas should be low (two stories), to avoid disruption of the predominately residential character of their context. Exceptions to this are the neighborhood commercial "overlay zone" on Wilshire Boulevard from 12th to 16th and on Broadway between 7th Street and Lincoln Boulevard. In that area allowable intensity corresponds to that for the rest of area to allow for other commercial development above the ground floor.

Urban Design --

The form and character of neighborhood commercial clusters should reinforce their role as a focus and a service to the surrounding residential area. Specific recommendations, as illustrated in Figure 16: Reinforce Continuous Street Facade and Figure 17: Neighborhood Commercial Recommendations, include:

- o Maximize "human scale" elements, such as sidewalk retailing, outdoor cafes, frequent entrances and display windows, awnings, signage oriented to pedestrians, etc.
- o Avoid on-site parking at street frontage where possible.
- o Reinforce the major street frontage for walking traffic, by requiring that all buildings have some portions of their front facade be built to the front property line. Encourage parking and service access from side streets or alleys.

BROADWAY MIXED-USE DISTRICT

Land Use and Intensity --

In order to knit together the existing residential neighborhood, Broadway between Downtown and 19th Court is proposed as a residential district permitting neighborhood commercial uses mixed with residential projects or in small scale neighborhood commercial projects.

LAND USE ELEMENT

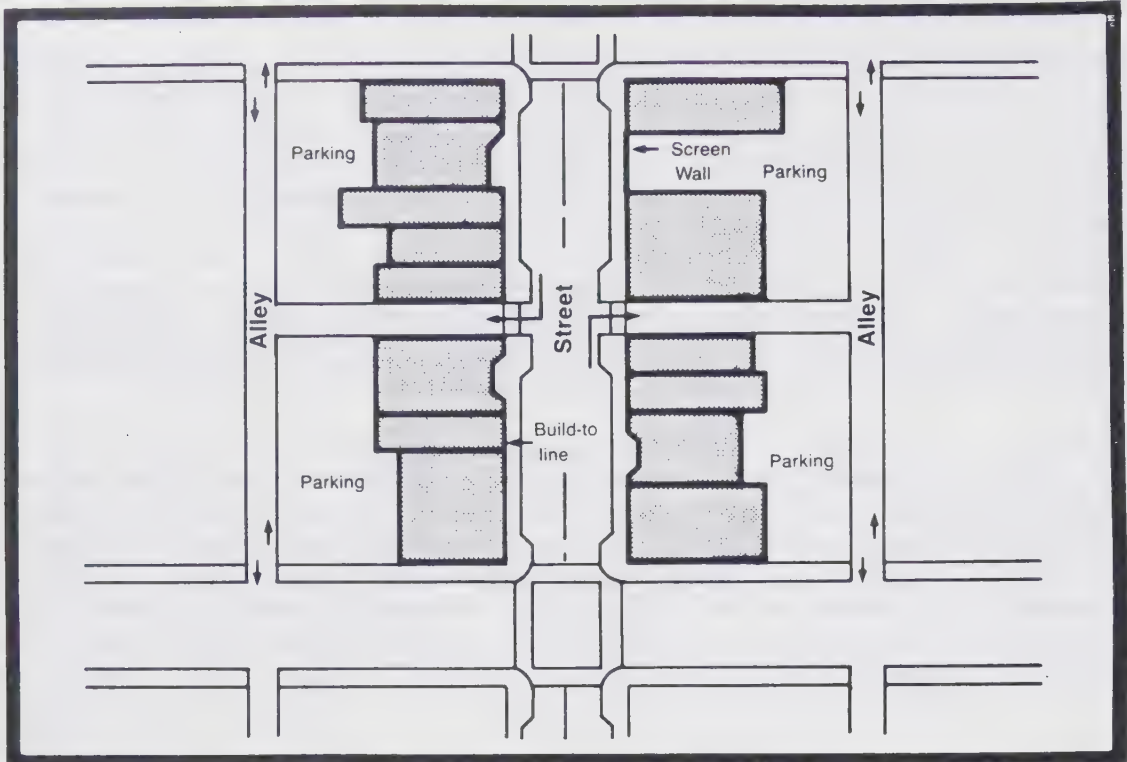


FIGURE 16

REINFORCE CONTINUOUS STREET FACADE

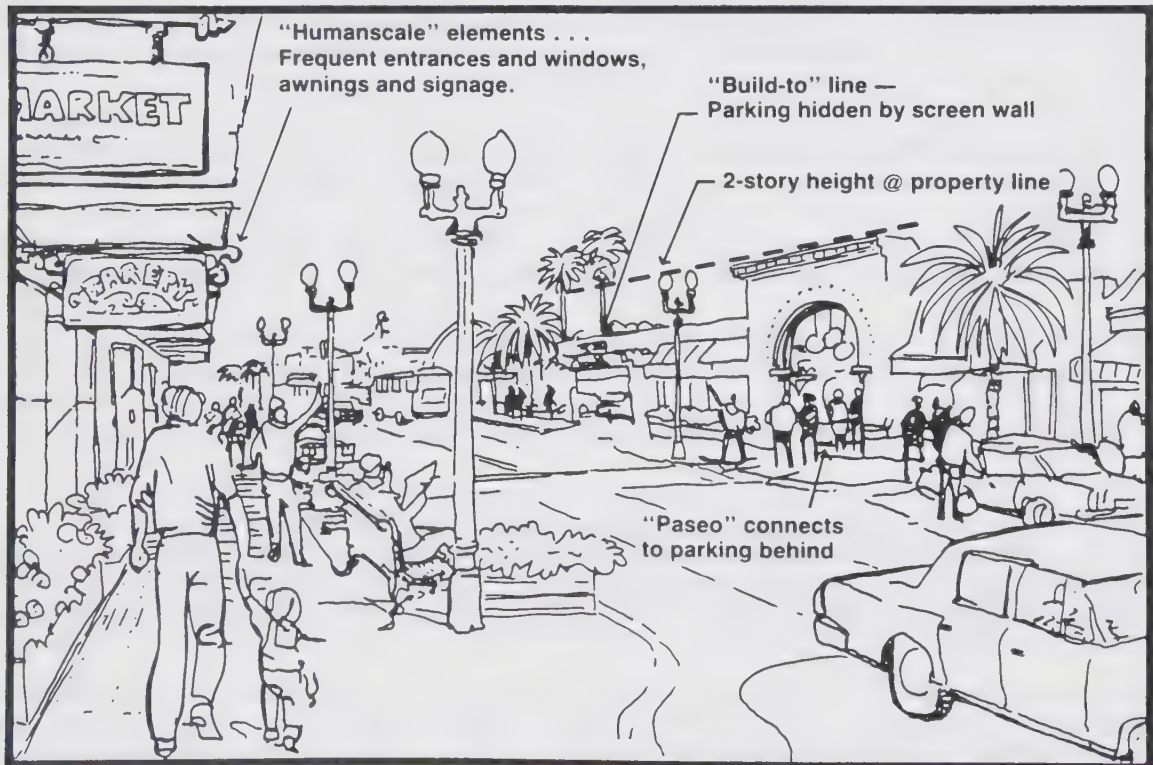


FIGURE 17

NEIGHBORHOOD COMMERCIAL STREET RECOMMENDATIONS

LAND USE ELEMENT

Urban Design --

Initiate streetscape improvements as a catalyst for residential development. Urban design guidelines should be similar to Neighborhood Commercial District.

INDUSTRIAL CONSERVATION DISTRICT

Land Use and Development Intensity --

The Olympic Corridor generally between 20th Street and Downtown should continue in its role as a valuable location for industrial "incubator" uses, existing manufacturing, and loft space for the performing and visual arts. In recognition of the need for some artists to reside in their studios, consideration should be given to this mixed use on a case by case basis. Allowable intensity should be the lowest in the City consistent with current building intensity, to protect the area from speculation.

Urban Design --

Building standards should be appropriate to the above uses, and should also respect adjacent residential uses. One specific urban design recommendation is made for this area, as illustrated in Figure 18: Industrial Conservation District Recommendations.

- o Enhance Olympic Boulevard by encouraging buildings to orient service and parking access at the side or rear of parcels and to screen with landscaping service yards visible from Olympic Boulevard.

OCEANFRONT DISTRICT

Land Use and Intensity --

The area generally between the Civic Center and the Ocean should contain a concentration of new visitor-oriented uses, while retaining the existing residential mix. This district is intended to take advantage of the special potential of this prime opportunity area as a revenue generator, an amenity to Santa Monica residents, and a producer of entry-level or low-skilled jobs.

Specific recommendations, illustrated in and Figure 20: Illustrative Sections are as follows:

- o Allow new hotels on Ocean Avenue.
- o As parcels recycle, buildings should be set back from Ocean Avenue south of Colorado in order to allow for the visual

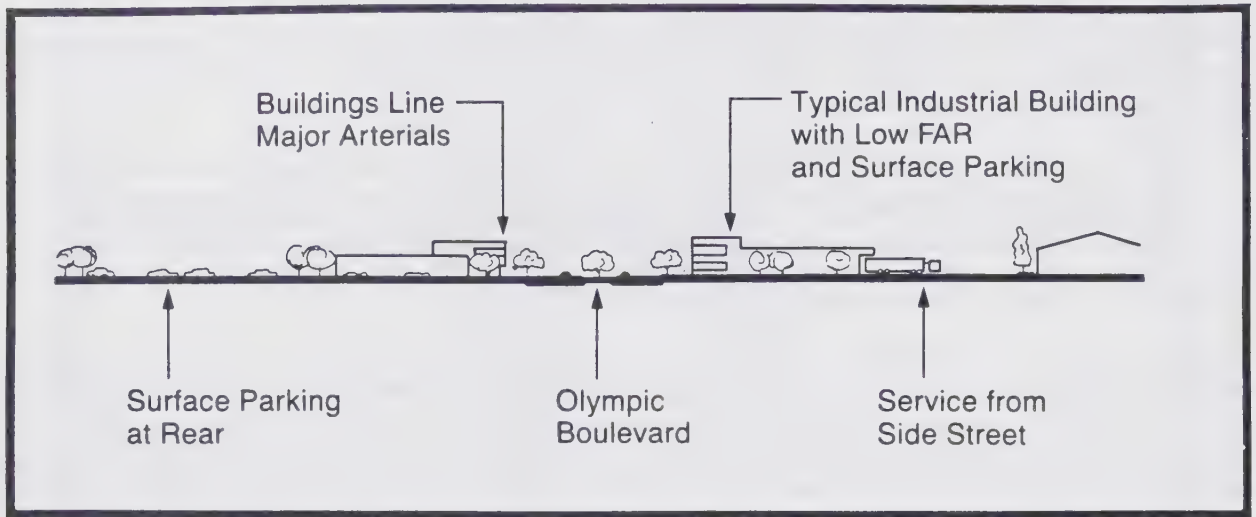
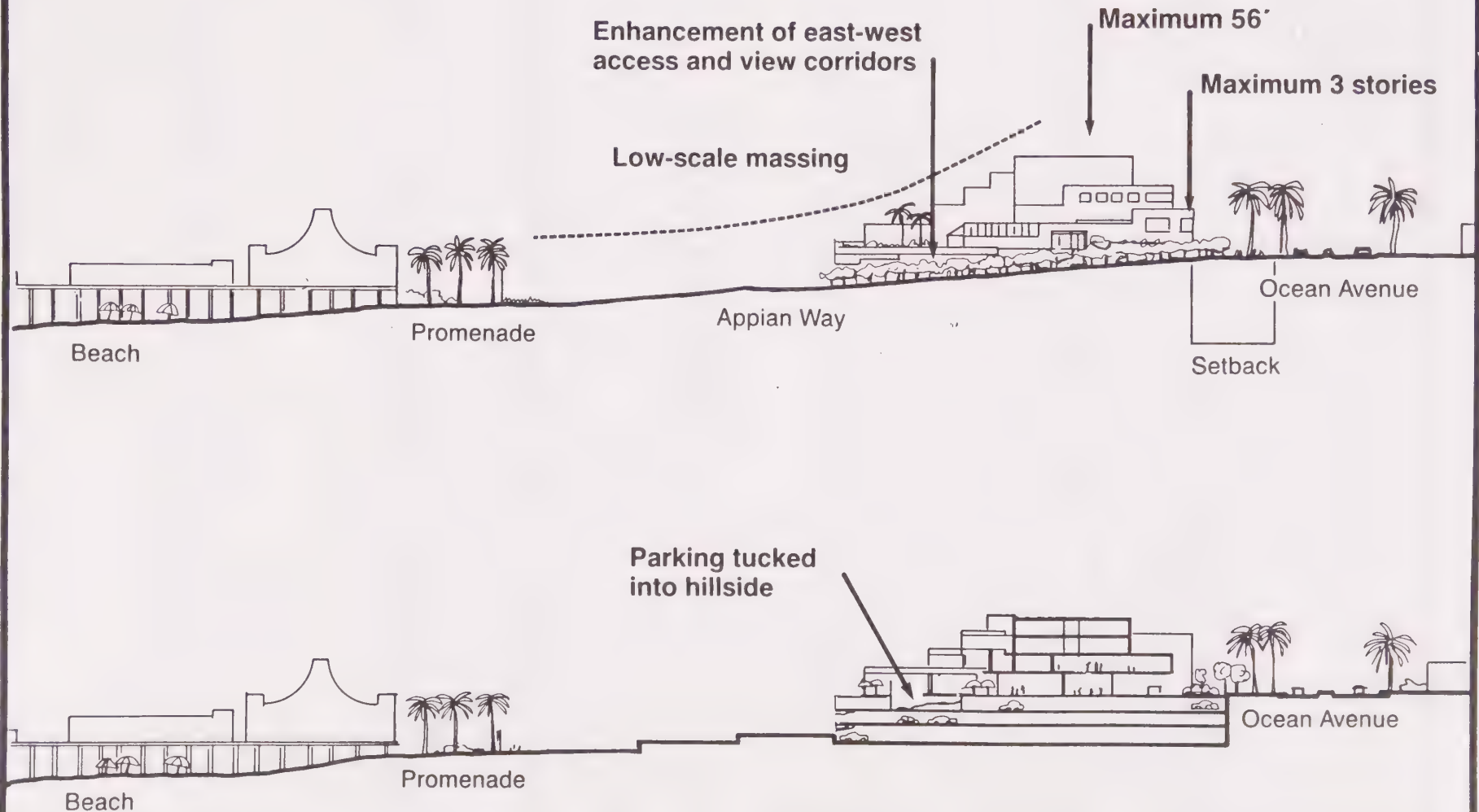


FIGURE 18

INDUSTRIAL DISTRICT RECOMMENDATIONS

FIGURE 20

OCEANFRONT: ILLUSTRATIVE SECTIONS



LAND USE ELEMENT

extension of Palisades Park to Crescent Bay Park.

- o Improve where feasible conference, recreational, and cultural facilities at the Civic Auditorium.

Urban Design --

In order to extend the amenity influence of the oceanfront deeper into other parts of the City, the following recommendations are made:

- o Extend and enhance east-west streets, view corridors, and pedestrian access-ways to the beach. (See Figure 21: Improve East-West Connections.)
- o Improve landscaping on Colorado Avenue to emphasize it as the main axis to the Pier and Oceanfront.
- o Require a low facade at the frontage of Ocean Avenue and along the Promenade. Establish allowable height limits and envelopes for the remainder of the district so as to maintain waterfront views and enhance the overall character of the District.

RESIDENTIAL

Land Use and Intensity --

The Elements expand the opportunity for residential uses, by making housing an allowable use in all commercial districts, and allowing live/work studios for artists in the Industrial Conservation District. Residential mixed use is encouraged on Broadway and encouraged in the Downtown and appropriate commercially zoned parcels. Allowable densities correspond to those described in the Land Use Classification Section above. Allowable density in commercial districts is not stated and should be limited only by recommended intensity (FAR).

Urban Design --

In residential districts, as in commercial districts, the Elements encourage access from the alley side to reinforce the continuity of the street frontage and sidewalks in multiple family districts.

LAND USE ELEMENT

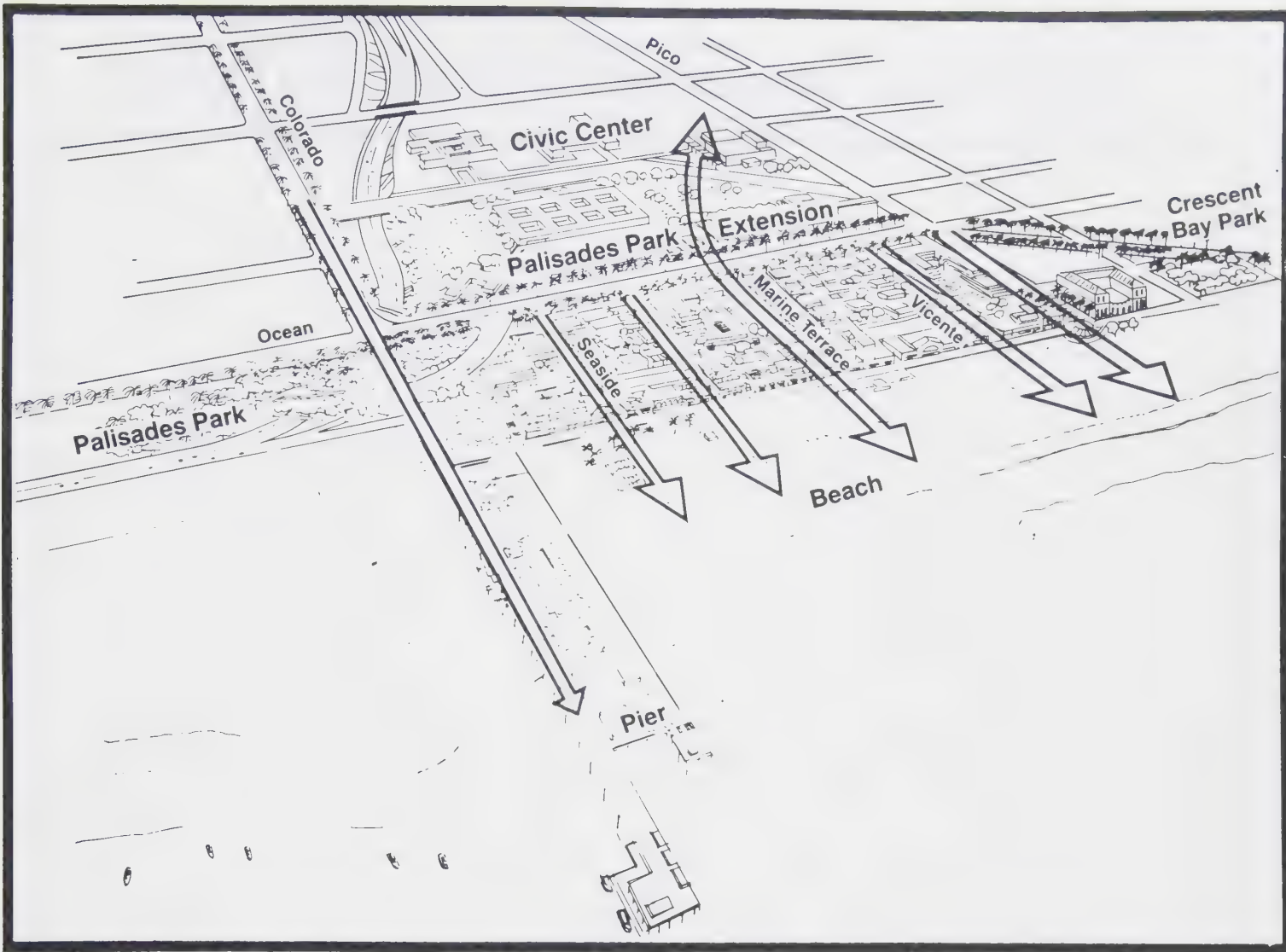


FIGURE 21

OCEANFRONT: IMPROVE EAST-WEST CONNECTIONS

This image shows a completely blank white rectangular area enclosed within a thin black border. There are no markings, text, or illustrations present on the page.

LAND USE ELEMENT

PUBLIC LAND

The plan has four principal recommendations concerning public land:

- o Retain major public lands such as parks, and the Civic Center in long term public use.
- o Retain all school sites that are needed to meet future educational needs and determine the appropriate reuse of surplus school property after considering the City's open space needs, neighborhoods residents' recommendations, and the School District's need for additional sources of revenue.
- o Provide for future parks and public facilities adequate to meet future needs. Specifically, consider creating new parks in the eastern Downtown, and the Oceanfront, require fulfillment of park needs of both daytime and resident population, and retain the Southern Pacific Railroad right-of-way as open space that permits transportation uses.
- o Ensure the most efficient use of all public lands. For example, encourage use of air rights over alleys in the Downtown area, joint use of public garages and parking lots, and improvements to the Civic Center Auditorium.

HOSPITALS AND HEALTH CARE FACILITIES

The Elements propose that future growth of hospital facilities be governed by adopted specific plans for each hospital campus and surrounding area that are based on each hospital's master plan for future growth. Future development is to be orderly and compatible with the surrounding residential neighborhood. Other health care facilities would be permitted in all non-residential areas of the City.

LAND USE ELEMENT OBJECTIVES AND POLICIES

1.0 LAND USE AND DEVELOPMENT INTENSITY

OBJECTIVES AND POLICIES

CITY WIDE

1.1 OBJECTIVE:

Improve the quality of life for all residents by providing a balance of land uses consistent with:

- o Fulfilling the City's role as a regional recreational and business center,
- o Recognizing that the City is part of a metropolitan area with regional social problems,
- o Encouraging greater pedestrian and bike access throughout the City,
- o Ensuring adequate park space and green landscape space throughout the City,
- o Ensuring neighborhood and citizen participation in the City planning process,
- o Making Santa Monica a more child-friendly environment by encouraging child care and recreational facilities,
- o Increasing the amount of affordable housing particularly in the Downtown area,
- o Promoting cultural activities in the City particularly in the Downtown and Oceanfront areas,
- o Protecting the quality of life in all residential neighborhoods,
- o Improving the match of low and moderate income persons and families with units they can afford,
- o Retaining, and protecting the City's multi-ethnic and multi-income character,
- o Insuring fair treatment of property owners and residents in the City,
- o Providing adequate revenue to the City necessary for a balanced budget,
- o Satisfying employment needs of City residents, especially those of the unemployed or underemployed,
- o Providing adequate housing for City residents of all incomes,

LAND USE ELEMENT OBJECTIVES AND POLICIES

- o Constraints imposed by the natural environment or public infrastructure.

The list of Citywide objectives is not prioritized and is intended to be integrated and interactive.

POLICIES

- 1.1.1 All development shall be consistent with the Land Use Map and Intensity Map herein.

1.2 OBJECTIVE:

Ensure compatibility of adjacent land uses, with particular concern for protecting residential neighborhoods.

POLICIES

- 1.2.1 Encourage residential mixed use of appropriate commercially zoned parcels, in order to provide a better transition between commercial and adjacent residential uses, to enhance security, and to increase hours of use in metropolitan areas.
- 1.2.2 Surface parking lots zoned residential adjacent to highway commercial corridors when redeveloped, should be reserved for residential use or public open space on the surface (use for underground parking is acceptable). This policy shall not apply to lots zoned "A" Off-Street Parking District.
- 1.2.3 Parking structures and underground parking shall be permitted with site review on land zoned "A" Off-Street Parking District. Structures shall generally conform to the height, bulk, setback, and landscape standards for the adjacent residential district and shall only be permitted if the facility will not adversely impact the adjacent residential neighborhood. This policy shall not apply to "A" zoned lots adjacent to neighborhood commercial zones except for the Wilshire Boulevard neighborhood commercial overlay zone.
- 1.2.4 Limit the number or control the location or otherwise mitigate the impact of commercial uses such as alcohol outlets, gas stations, auto repair shops, auto parts

LAND USE ELEMENT OBJECTIVES AND POLICIES

stores, 24-hour markets, fast food establishments, entertainment uses, video arcades, and restaurants over 50 seats in those areas where an over-concentration of the use would have, or the operation of such uses might have, an adverse impact on the surrounding neighborhood. While making provisions for appropriate mitigation measures, insure adequate opportunities for service businesses, including gas stations, auto parts stores, auto repair shops, and inexpensive restaurants.

- 1.2.5 Mitigate the potential impacts of full and self service gas stations so that the operation of these uses will not adversely impact the surrounding neighborhood. Self service gas stations shall provide those services most needed by the typical motorist -- gasoline, car care products, air and water.
- 1.2.6 Discourage the concentration on a block by block basis of uses with similar limited hours such as financial institutions.
- 1.2.7 The City may approve development over public rights-of-way if it determines that such development is compatible with adjoining land uses and with open space requirements for the area.

DOWNTOWN

1.3 OBJECTIVE:

Reinforce Downtown as the focus of the City, supporting the greatest concentration of activity.

POLICIES

- 1.3.1 Encourage the concentration of land uses and activities which create activity in both the daytime and evening hours.
- 1.3.2 Make Downtown a primary location for commercial use, with priority given to comparison retail uses including uses that serve out-of-town visitors, and uses that encourage street activity after normal business hours.

LAND USE ELEMENT OBJECTIVES AND POLICIES

- 1.3.3 Encourage the construction of major entertainment or cultural uses in Downtown.
- 1.3.4 In the Downtown Core area, require that a majority of ground floor street frontage on a block by block basis be active pedestrian-oriented use (shop-fronts, cultural activities, cafes, and other uses catering to walk-in traffic) in order to promote pedestrian activity at the ground floor. In the Downtown Frame area, require pedestrian-oriented design features for all ground floor street frontage.
- 1.3.5 Encourage residential uses in Downtown other than at the ground floor street frontage and encourage the provision of neighborhood commercial uses to serve the Downtown residential community.
- 1.3.6 Until a Third Street Mall and Downtown Core Area Specific Plan is adopted, allow in the Downtown area a maximum of:
- Core Area: 4 stories (56'); 3.0 FAR
Frame: 4 stories (56'); 2.5 FAR
- and permit by site review up to:
- Core Area: 6 stories (84'); 3.5 FAR
Frame: 6 stories (84'); 3.0 FAR
- 1.3.7 Once the Third Street Mall and Downtown Core Specific Plan is approved by the City, allow in the Downtown Core a maximum of 6 stories (84') and 3.5 FAR if the development conforms to the land use and development standards required in the adopted Specific Plan.
- 1.3.8 The Downtown Core should include the area from Second Street (east side) to Fifth Street (both sides) between Wilshire Boulevard (south side) and Colorado Avenue (north side) and should include the south side of Wilshire Boulevard from Second Street to Lincoln Boulevard. The north side of Wilshire Boulevard from Second Street to Lincoln Boulevard and the remaining portion of the Downtown area should be included in the Downtown Frame.

LAND USE ELEMENT OBJECTIVES AND POLICIES

1.4 OBJECTIVE:

Recognizing the important role the Third Street Mall can play in making Downtown the activity focus of the City, encourage revitalization of the Third Street Mall. Revitalization plans should accommodate goods, services, and urban design features which address the needs of both existing residents living near the Mall and a wide range of consumers visiting the Mall.

POLICIES

- 1.4.1 Concentrate comparison retail use and other complementary uses (such as hotels, offices, cultural facilities, restaurants, social services, and housing) on or near the Third Street Mall as necessary to provide a catalyst for its revitalization.
- 1.4.2 Require that the ground floor street frontage be devoted to pedestrian oriented uses on Second Street and Fourth Street between Broadway and Wilshire Boulevard and on Broadway (north side) and Wilshire Boulevard (south side) between Second and Fourth Streets.
- 1.4.3 Encourage appropriate retail and cultural activity within the Mall right-of-way (farmers' market, outdoor cafes, flower stands, performing and visual arts, etc.)
- 1.4.4 Encourage land assembly, including use of air and subsurface rights above and below 2nd and 3rd Courts, in order to assist in revitalizing Santa Monica Mall. Facilitate the development of an activity anchor at the north end of the Mall.

OCEANFRONT DISTRICT

1.5 OBJECTIVE:

Expand visitor accommodations and related uses in the Oceanfront area, while protecting the existing residential mix.

POLICIES

- 1.5.1 Devote Oceanfront District primarily to visitor
-

LAND USE ELEMENT OBJECTIVES AND POLICIES

accommodations and commercial recreation.

- 1.5.2 Conserve the existing number of residential units in the area and in order to maintain existing land use diversity and character.
- 1.5.3 Encourage land assembly for visitor accommodations and promote the provision of beach oriented commercial uses and viewing platforms available to the public along the Promenade.
- 1.5.4 Encourage day and night pedestrian activity along the street frontages on Main Street, Ocean Avenue and the Promenade, by requiring active uses oriented to walk-in traffic, especially retail and commercial recreation, small inns and restaurants.
- 1.5.5 Incorporate the adopted Santa Monica Pier Restoration and Development Guidelines.
- 1.5.6 Reserve the Rand area and adjacent parcels bounded by Main Street, Pico, Ocean Avenue, and the Freeway predominantly for visitor-serving uses, including hotel accommodations, commercial recreational, cultural and public recreational facilities, and possibly some office uses. Maximum allowable development intensity shall be up to 3.0 FAR, 4 stories (56') with the specific intensity to be determined after the Oceanfront and Civic Center Specific Plan is prepared and adopted. Allowable height may be permitted up to 6 stories (84') if it is determined by the Specific Plan to be compatible with the goals and objectives of the Land Use and Circulation Elements. Allowable height shall be governed by urban design principles which consider, among other issues, public view corridors and usable open space.
- 1.5.7 The Deauville property should be considered for development which facilitates public access to the coast and the Pier. The intensity shall be considered in conjunction with refinements of plans for reconstruction of the Santa Monica Pier.
- 1.5.8 The Ocean Avenue frontage west of Downtown and the area between Ocean Avenue, the Promenade, the Pier, and Pico Boulevard shall be devoted to the conservation of the existing mix of residential uses and new visitor-serving uses including hotels. Allowable intensity shall be as

LAND USE ELEMENT OBJECTIVES AND POLICIES

follows:

- o Ocean Avenue between California and Colorado Avenues
2.0 FAR and 3 stories (45')

[Specific development standards for the block bounded by California Avenue and Wilshire Boulevard, Ocean Avenue and Second Street shall be determined in the Third Street Mall and Downtown Core Area Specific Plan. Allowable intensity shall be 2.0 FAR and 3 stories (45') until adoption of the Specific Plan.]

- o Between Ocean Avenue and Appian Way
2.5 FAR and 4 stories (56')
- o Between Appian Way and the Promenade
1.0 FAR and 2 stories (30')

Hotel and residential development heights shall be governed by permitted floor area ratios and building height in feet rather than by number of stories.

- 1.5.9 The Planning Department shall prepare a report for the Planning Commission and City Council on existing and proposed hotel development in the City after each 750 new hotel rooms are added to the City's inventory to determine whether City objectives and goals are being met.

COMMERCIAL CORRIDORS

1.6 OBJECTIVE:

Accommodate commercial uses which serve regional, community, and local needs while respecting the adjacent residential neighborhoods. Adjust allowable use and intensity to existing context and any other special constraints.

POLICIES

- 1.6.1 Wilshire Boulevard east of Downtown should accommodate general office and retail development. Intensity should be less than in the Downtown, at a maximum of 4 stories (56'); 2.5 FAR and permit by site review up to 6 stories (84'); 3.0 FAR. Following adoption of the Land Use and Circulation Elements, the Planning staff shall prepare a report to be reviewed by the Planning Commission and City Council assessing the impacts and proposing policy options regarding new highrise development along

LAND USE ELEMENT OBJECTIVES AND POLICIES

Wilshire Boulevard east of Lincoln Boulevard upon completion of the approval process for the fifth new project over four stories or 400,000 square feet of new development in projects over four stories, whichever occurs first.

- 1.6.2 Encourage new and expanded automobile dealership development on Santa Monica Boulevard so that they may continue to provide for the sales and service of automobiles and related activities. Allowable intensity shall be a maximum of 3.0 FAR and 54'. Development intensities for other uses on Santa Monica Boulevard shall be 2.0 FAR and 3 stories (45') and by site review up to 2.5 FAR and 4 stories (56'). These development standards should be reviewed periodically to ensure that automobile dealerships are not being displaced due to insufficient expansion potential or to other uses locating in the area. All new dealership construction shall, to the extent feasible, contain auto sales, service, employee and visitor parking, and auto inventory on-site.
- 1.6.3 In order to attract new residential development to Broadway and the surrounding area and to knit together the existing residential neighborhood, Broadway between Lincoln Court and 19th Court and 14th Street between Colorado Avenue and Broadway shall be residential. Neighborhood commercial uses shall be allowed either when mixed with residential development, or in separate projects provided the majority of use on a block by block basis is residential. Intensity for residential development and mixed use development shall not exceed 2.0 FAR and 3 stories (45') or by site review 4 stories (56') 2.5 FAR. Neighborhood commercial development shall not exceed 1.0 FAR 1 stories (25'). Residential densities shall not exceed the R4 High Density Multiple Family Residential unit density standards. Residential development shall not cover more than 60% of the lot area in order to provide adequate access for each unit to light and air and to provide for sufficient landscaping. An additional 10% lot coverage may be permitted with approval of a variance. Non conforming uses shall be removed 25 years from date of adoption of revised zoning standards for the area but this time limit may be extended by approval of a conditional use permit. The request for extension shall be made within 15 years of the date the use becomes non-conforming and only if the request is made by a new owner of the property or the request is part of a proposed major investment in the property by an existing or new owner. The non-conforming use may be expanded by no more than 10% by variance but the expansion may not be taken into account should an amortization

LAND USE ELEMENT OBJECTIVES AND POLICIES

extension be requested.

- 1.6.4 Lincoln Boulevard south of the freeway should accommodate regional and community-oriented service commercial uses. Because of traffic constraints, allowable intensity should be 1.0 FAR; 2 stories (30').
- 1.6.5 Lincoln Boulevard north of the freeway should accommodate general commercial and service & specialty commercial uses given the transitional nature of the street between the two types of land use classifications. Allowable intensity should be a maximum 3 stories (45'); 1.5 FAR and permit by a site review up to 4 stories (56'); 2.5 FAR.
- 1.6.6 Because of its residential context and low future demand forecasts and considering the varied nature of land uses along and adjacent to the street, Pico Boulevard and 14th Street between the Freeway and Pico should accommodate neighborhood and service commercial uses, especially small businesses, and residential uses at intensities up to the following:

PICO BOULEVARD

- o Ocean Avenue to 4th Court
2.5 FAR; 4 stories (47')
(high density residential and/or service commercial)
- o 4th Court to 7th Street
(high density residential)
- o 7th Street to Lincoln Boulevard
1.0 FAR; 2 stories (30')
(service commercial)
- o Lincoln Boulevard to 11th Street
1.5 FAR; 2 stories (30')
(service commercial)
- o 11th to Euclid Streets
(high density residential)
- o Euclid to 21st Streets
1.5 FAR; 2 stories (30')
(neighborhood commercial district)
- o 21st to 31st Streets 1.5 FAR; 2 stories (30') and
with site review 2.0 FAR; 3 stories (45')
(service commercial)
- o 31st to Centinela 1.5 FAR; 2 stories (30')

LAND USE ELEMENT OBJECTIVES AND POLICIES

(neighborhood commercial district).

14TH STREET

- o 14th Street (Pico Boulevard to the Freeway)
1.5 FAR; 2 stories (30') and with site review
2.0 FAR; 3 stories (45')
(service and neighborhood commercial).

Prior to adoption of a revised Zoning Code, the City shall work cooperatively with residents, business people, and property owners in the area to specify the conditions by which a site review may be approved, or whether further specificity of permitted uses and property development standards may be necessary.

- 1.6.7 Incorporate the land use and development standards and public review requirements in the Main Street Special Commercial District Ordinance adopted by the City Council in 1980. Main Street should accommodate a variety of uses, including commercial uses, which provide daily necessities, places of employment, and leisure time opportunities for those living in the surrounding community and the greater Santa Monica area, as well as for the area's large number of tourists. Such uses include but are not limited to retail stores, offices, banks, delicatessens, laundromats, and small restaurants. The number and location of uses which may adversely affect the adjoining neighborhood such as liquor stores, bars, and larger restaurants shall be limited or controlled to minimize adverse impacts.

Allowable intensities shall be compatible with nearby commercial and residential uses and shall be:

- o 2 stories (27'), 1.5 FAR permitted from Pier Avenue to Bay Street on the east side of Main Street and Pier Avenue to Strand Street on the west side of Main Street;
- o 3 stories (35'), 2.0 FAR at the northeast corner of Bay and Main Streets on the east side of Main Street and between Bay and Strand Streets on the west side of Main Street;
- o 4 stories (47'), 2.5 FAR at the southeast corner of Pico Boulevard and Main Street and from Pier Street to the southern City limit on the east side of Main Street and from Pico Boulevard to Bay Street and from Pier Street to the southern City limit on the west side of Main Street.

Future proposals to change the Main Street Special

LAND USE ELEMENT OBJECTIVES AND POLICIES

Commercial District and Main Street Plan shall be considered by the Planning Commission and City Council only after review by residents, business people, and property owners living and working in the area.

NEIGHBORHOOD COMMERCIAL

1.7 OBJECTIVE:

Protect and expand uses that provide for the day-to-day shopping and service needs of nearby residents. The City shall encourage the provision of neighborhood commercial services within walking distance of all neighborhoods.

POLICIES

- 1.7.1 Require that a majority of the ground floor street frontage on a block by block basis be utilized for neighborhood commercial uses. Other commercial and residential uses shall be permitted above the ground floor or at the rear of a parcel.
- 1.7.2 Preserve the concentration of ground-level, street front neighborhood commercial uses on Wilshire from 12th to 16th Streets. Uses above the ground floor and the overall intensity including the ground floor shall conform to Policy 1.6.1.
- 1.7.3 Preserve the concentration of neighborhood commercial uses on Pico from 31st to Centinela.
- 1.7.4 Encourage the retention of all existing full-service supermarkets. If removed, encourage economically viable replacement within a five-minute walk of their former location.
- 1.7.5 Encourage the development of full-service supermarkets in areas not currently served.
- 1.7.6 Encourage the retention of existing groceries and food markets.
- 1.7.7 Encourage the development of groceries within a five- to

LAND USE ELEMENT OBJECTIVES AND POLICIES

ten-minute walking distance of areas not currently served. Allow corner grocery stores within multi-family residential districts.

- 1.7.8 Establish allowable intensity of 1.5 FAR; 2 stories (30') except on Wilshire Boulevard between 12th and 16th Streets, and Broadway between 7th Street and Lincoln Boulevard.
- 1.7.9 Preserve the concentration of neighborhood commercial uses on:
- o Broadway between Lincoln Boulevard and 7th Street,
 - o Montana Avenue between 6th Court and 17th Street,
 - o Ocean Park Boulevard from 16th to 18th Streets and between 25th Street and Centinela Avenue (north side),
 - o Main Street between Pico and Ocean Park Boulevards.
- 1.7.10 Consider methods to encourage the provision of neighborhood commercial uses in the Downtown district where these services are needed to support Downtown residents.
- 1.7.11 Require that all ground floor street frontage in the neighborhood commercial districts be utilized for pedestrian-oriented uses. All non-conforming uses shall be allowed to remain for 25 years as a matter of right.

SPECIAL OFFICE DISTRICT

1.8 OBJECTIVE:

Provide opportunity for office and advanced technology uses requiring large floor areas.

POLICIES

- 1.8.1 The eastern portion of the Olympic Corridor should be the priority location for office and advanced technology uses.
- 1.8.2 Allow retail uses necessary to serve office and advanced technology uses.

LAND USE ELEMENT OBJECTIVES AND POLICIES

- 1.8.3 Permit new public and private schools and encourage preservation of existing schools. Permit new schools and the expansion of existing schools by conditional use permit only.
- 1.8.4 Preserve the existing trailer parks in the Special Office District to the extent feasible and permit their recycling to other uses consistent with the development standards (height, density, and use) and urban design standards for the District and in compliance with the City's Rent Control Charter Amendment and applicable sections of the California Government Code related to recycling of mobile home parks.
- 1.8.5 Consider assisting in assembly of land necessary to accommodate office and advanced technology uses.
- 1.8.6 The Planning Department shall prepare a report after 500,000 square feet of new development is added to the area prior to completion of improvements to the Freeway ramps or 750,000 square feet after completion of improvements to the Freeway ramps for the Planning Commission and City Council reviewing the new office development built in the area and the traffic impacts resulting from that development.
- 1.8.7 Allow a maximum height of 3 story (45'); 2.0 FAR. On single parcels of five (5) or more acres, the Planning Commission (or City Council on appeal) may approve additional height by site review up to a maximum of six stories (84') provided it makes the following findings:
- 1) The physical location, size, and placement of the proposed structures and the location of proposed uses are compatible with and relate harmoniously to surrounding sites and neighborhoods; the location of the structures shall be sited to least impact the adjacent neighborhood;
 - 2) The rights of way are sufficient to accommodate autos and pedestrian, including adequate parking and access;
 - 3) Health and safety services (eg. utilities) are sufficient to accommodate the new development;
 - 4) Any on-site provision of housing meets the goals of the project mitigation program;

- 5) Any on-site provision of park and usable public open space meets the goals of the project mitigation program;
- 6) The project is generally consistent with the development standards included in the Municipal Code and General Plan; and
- 7) The design of the project provides sufficient on-site open space to meet the urban design aim of creating the effect of a garden-like "campus environment." However, such on-site open space is independent of mitigation programs for city-wide park needs.
- 8) In-lieu fees for acquisition and development of new parks and open space should be allocated for the benefit of neighborhoods in the vicinity of the project charged with payment of the fee when appropriate opportunities are deemed available. However, such fees may be used for parks and open space projects in other areas of the City where significant parks and open space needs or opportunities exist.

Site review shall be denied if:

- 1) The project does not meet the height, bulk, setback, lot coverage, use, and design criteria contained in the Zoning Code;
- 2) The project does not mitigate adverse impacts identified in an Initial Study or Environmental Impact Report;
- 3) The project developer does not provide on-site housing in the number specified by the Elements or subsequent City ordinances or does not pay a fee in-lieu of providing the mitigations on-site;
- 4) The project developer does not provide on- or off-site parks and usable open space in the amount specified by the Elements or subsequent City ordinances or does not pay a fee in-lieu of providing mitigations on- or off-site;
- 5) A standard staff analysis determines that the project is inconsistent with the Municipal Code and General Plan; and
- 6) The design of the project does not provide sufficient on-site open space to meet the urban design aim of creating a garden-like "campus environment."

LAND USE ELEMENT OBJECTIVES AND POLICIES

The site review shall provide for notice to affected property owners and residents of all public hearings on projects in this area subject to site review. There shall be at least one public hearing on all projects subject to site review.

- 1.8.8 Allow by conditional use permit new industrial and manufacturing uses or the expansion of existing businesses in the Special Office District if they are compatible with the office and advanced technology uses in the District. New businesses and expansion of existing businesses shall be built to the urban design standards for the area.
- 1.8.9 One ninety-six foot high hotel having floor area not to exceed 270,000 square feet may be permitted through a development agreement process at 2000-2224 Colorado Avenue. The purpose of this amendment is to clarify that development rights for a hotel created under an existing development agreement for Colorado Place Phase II at 2320-2550 Broadway in Santa Monica may be transferred to Colorado Place Phase III at 2000-2224 Colorado Avenue, subject to City approval through the development agreement process established in the Municipal Code.

INDUSTRIAL CONSERVATION DISTRICT

1.9 OBJECTIVE:

Preserve existing and accommodate future industrial and

LAND USE ELEMENT OBJECTIVES AND POLICIES

manufacturing use, particularly to provide employment for the low-skill and entry-level segment of the Santa Monica workforce.

POLICIES

- 1.9.1 Retain existing industrial, manufacturing, and arts studio uses in the Olympic Corridor between Downtown and the Special Office District. Allow intensities of 1.0 FAR; 2 story (30') and by site review 1.5 FAR; 3 story (45') for artist studios only.
- 1.9.2 Limit office use to that associated with industrial, manufacturing, and arts uses. Office uses shall not exceed more than 30% of the floor area of a project.
- 1.9.3 Preserve the existing trailer park in the Industrial Conservation District.
- 1.9.4 Permit new public or private schools and encourage preservation of existing schools in the Industrial Conservation District. Permit new and the expansion of existing schools by conditional use permit only.

RESIDENTIAL

1.10 OBJECTIVE:

Expand the opportunity for residential land use while protecting the scale and character of existing neighborhoods.

POLICIES

- 1.10.1 Encourage the development of new housing in all existing residential districts, while still protecting the character and scale of neighborhoods. Allowable intensities are defined in the Land Use Classification herein.
- 1.10.2 Allow residential use in all commercial districts, with intensity governed by the applicable FAR and height standards of each district.

LAND USE ELEMENT OBJECTIVES AND POLICIES

- 1.10.3 Allow live/work studios for artists in the Industrial Conservation District.
- 1.10.4 Encourage mixed residential and commercial land use in the Downtown, on 14th Street between Colorado Avenue and Broadway, and on Broadway between Downtown and 20th Street.
- 1.10.5 Any residential uses in the commercial districts shall provide the appropriate number of inclusionary units as determined by an economically viable inclusionary program.
- 1.10.6 Restrict the use of second units in single family residential neighborhoods.

PUBLIC USE

1.11 OBJECTIVE

Provide land for parks and other public facilities adequate to meet future needs.

POLICIES

- 1.11.1 Encourage development of parks and recreation facilities to meet the needs of both resident and daytime population with particular attention to middle size parks and play lots geared to families with children.
- 1.11.2 Consider creation of a park in the eastern portion of Downtown area, to provide a catalyst for residential development in the area.
- 1.11.3 Encourage the retention of the Southern Pacific Railroad right-of-way as open space. Open space use of the right-of-way shall also permit its use for transportation purposes.
- 1.11.4 Encourage provision of usable open space in the Olympic Corridor with emphasis in the Special Office District.
- 1.11.5 Retain all school sites that are needed to meet future

LAND USE ELEMENT OBJECTIVES AND POLICIES

educational facility needs. Any reuse of public school property not needed for educational facility needs shall: 1) consider the City's and neighborhood's need for parks and public open space, 2) consider neighborhood residents' recommendations for appropriate reuse of the site, and 3) consider the School District's need for additional sources of revenue. If the site is redeveloped, a proposed project shall: 1) reflect the existing land use pattern in the adjacent area, 2) be compatible with the scale of development in the neighborhood, 3) retain, as determined by community needs, the same or a greater amount of usable public open space as is provided by the existing playground or athletic field, and 4) consider retaining important architectural structures which can be adapted to new uses or incorporating important architectural features or facades in new development on the site. Determining the appropriate reuse of public school sites shall be a cooperative effort among the School District, the City, neighborhood residents, and the proposed redeveloper.

1.12 OBJECTIVE:

Ensure the most efficient use of all public lands consistent with the goals of the Land Use Element.

POLICIES

- 1.12.1 Encourage the use of air rights or joint use of all non-beachfront public parking lots or garages. This may include shared use with commercial or residential space.
- 1.12.2 Retain the major concentration of government facilities at Santa Monica Civic Center west of Fourth Street and consider other uses in the area including cultural and public recreational facilities and visitor serving uses such as hotels and commercial recreational uses. Maximum allowable development intensity shall be up to 3.0 FAR, 4 stories (56') with the specific intensity to be determined after the Oceanfront and Civic Center Specific Plan is prepared and adopted. Allowable height may be permitted up to 6 stories (84') if it is determined by the Specific Plan to be compatible with the goals and objectives of the Land Use and Circulation Elements. Allowable height shall be governed by urban design principles which consider, among other issues, public view corridors and usable public open space.
- 1.12.3 Maximum development intensity for the CA zoned area east

LAND USE ELEMENT OBJECTIVES AND POLICIES

of Fourth Street shall not exceed 2.5 FAR and 4 stories (56') with any other development intensity standards to be determined by a specific plan.

- 1.12.4 Encourage improvement or replacement of the Civic Auditorium for conference, recreational, and cultural uses.
- 1.12.5 Retain the airport lands as airport, airport-related, and other uses that would be appropriate in the area in accordance with the contract between the City and the Federal Aviation Administration approved by Resolution 6814 (CCS) adopted on January 24, 1984.

HOSPITALS AND HEALTH CARE FACILITIES

1.13 OBJECTIVE:

Recognizing the importance of the City's hospitals to the community and the value of their services to the residents of Santa Monica and those in surrounding areas, the Land Use Element acknowledges the hospitals need to expand and accommodates future growth of hospitals and health-care facilities while minimizing harmful effects on surrounding residential neighborhoods.

POLICIES

- 1.13.1 Following City adoption of Specific Plans for the area comprising and immediately surrounding each "hospital campus", allow expansions of existing hospital buildings and construction of new medical buildings in accordance with the adopted Specific Plans. The two City hospitals shall each prepare Hospital Master Plans for their respective institutions indicating future physical and organizational growth and change over the 10-15 years following adoption of the Land Use and Circulation Elements. (These Master Plans shall be considered by the City in preparing the Specific Plans.) In preparing said Master Plans, each hospital shall provide opportunities for neighboring residents, property owners, and business people to participate in Master Plan development. Any medical or medical-related development proposed by either hospital prior to City approval of its respective Specific Plan shall be subject to site review and shall be approved only if the

LAND USE ELEMENT OBJECTIVES AND POLICIES

development neither prejudices the development and implementation of the Specific Plans, nor adversely affects surrounding neighborhoods. Neither the Specific Plans nor any site review shall be adopted without public hearings.

- 1.13.2 Allow non-acute, in-patient care facilities in all other non-residential areas of the City. Other health care facilities in other non-residential areas of the City shall be consistent with the development standards of those areas.

- 1.13.3 Parking structures developed in the CP District in which at least half of the spaces are provided to address an existing parking space deficiency or are replacing existing parking spaces shall not be subject to FAR limitations, but shall meet all other development standards for the area.

CITIZEN AND NEIGHBORHOOD PARTICIPATION IN CITY PLANNING

OBJECTIVES AND POLICIES



OBJECTIVES AND POLICIES

2.0 CITIZEN AND NEIGHBORHOOD PARTICIPATION IN CITY PLANNING

2.1 OBJECTIVE:

Encourage citizen and neighborhood participation in the City planning process to ensure realization of the goals of the Land Use Element.

POLICIES

- 2.1.1 Require for all Development Agreements, all additions to existing facilities over 10,000 square feet and all new facilities over 15,000 square feet the completion of a neighborhood impact statement, with public input, which details the project impacts on traffic, neighborhood serving uses, neighborhood oriented facilities, and other potential neighborhood impacts. The neighborhood impact statement shall be part of the City's environmental review process and shall not constitute a separate process. Potential neighborhood impacts will be reviewed or addressed in each required Initial Study and in any required Environmental Impact Report.
- 2.1.2 Assist in the preparation of neighborhood needs assessments and neighborhood plans.

URBAN DESIGN OBJECTIVES AND POLICIES

3.0 URBAN DESIGN OBJECTIVES AND POLICIES

CITY WIDE SCALE AND CHARACTER

3.1 OBJECTIVE:

Preserve Santa Monica's existing solar access, low scale, and cultural resources consistent with the overall goals of the Land Use Element.

POLICIES

- 3.1.1 Minimize the impact of the perceived mass of structures, attenuate wind acceleration, and protect the solar access of major public space by establishing a building volume "envelope." Said "envelope" shall be consistent with the allowable development potential for a district as defined by floor area ratio.
- 3.1.2 Encourage the maintenance of high aesthetic standards and architectural innovation consistent with the surrounding community and encourage large buildings to be of predominantly light color and materials that fit in with the existing context. Prohibit large expanses of highly reflective materials such as black glass or mirrored metal.
- 3.1.3 Encourage retention of historic and architecturally significant resources. Design of new buildings should respect the character of nearby historic resources.
- 3.1.4 Encourage the incorporation of public art in major new development over 15,000 square feet.

COMPATIBILITY WITH URBAN CONTEXT

3.2 OBJECTIVE:

Protect the scale and character of residential neighborhoods adjacent to commercial areas.

General City-wide guidelines are listed below:

URBAN DESIGN OBJECTIVES AND POLICIES

POLICIES

- 3.2.1 Allowable height limits for commercial and industrial uses should step down or otherwise relate to the height limit of the adjacent residential zone, to reduce visual intrusion, shading and scale incongruity.
- 3.2.2 Where commercial uses abut residential areas, there should be an appropriate transition (landscaped setback or service alley and screen wall).
- 3.2.3 The City shall consider changes to the definition of floor area for hotels and residential development so that it reflects the visual mass and bulk of these types of development.

PEDESTRIAN SCALE AND CHARACTER

3.3 OBJECTIVE:

Enhance the pedestrian scale and character of streets and public spaces.

General City-wide policies are listed below:

POLICIES

- 3.3.1 Maximize provision of pedestrian amenities at the ground floor street frontage, such as frequent entrances and windows, awnings, arcades, and paseos.
- 3.3.2 Ensure continuity of the sidewalk by limiting curb cuts; locating parking behind buildings or below grade; and, except for development on large parcels in the Oceanfront/Civic Center area (such as the Rand site and Civic Auditorium), the Special Office District, and at the Airport, encouraging vehicular access from alleys and side streets. Encourage alley and side street access only when the potential traffic intrusion into adjacent residential neighborhoods is minimized.
- 3.3.3 To enhance the pedestrian scale and character of streets and areas most likely to attract large numbers of pedestrians, the City shall reinforce the urban

URBAN DESIGN OBJECTIVES AND POLICIES

character and enhance the pedestrian environment by requiring that the majority of buildings in the Downtown and neighborhood commercial districts be built to the "build-to line" as defined in the glossary. The City should encourage that buildings be built to the "build-to line" in other commercial areas that may also attract pedestrian traffic except in the Special Office and Industrial Conservation Districts where pedestrian traffic is not likely to be great.

3.3.4 Encourage design articulation of building facades.

3.3.5 Allow kiosks and vendors where appropriate by permit.

Additional guidelines specific to each area are as follows:

POLICIES

Downtown

3.3.6 Require ground floor frontage to feature pedestrian-oriented design qualities.

3.3.7 Consider the feasibility of using the ground floor street frontage of public parking structures for neighborhood oriented retail uses.

3.3.8 Prohibit on-site parking at street frontage.

Santa Monica Mall

3.3.9 Improve the streetscape and visual character of the Mall as part of its revitalization.

3.3.10 Retain historic building facades where possible and encourage new development to echo their scale and form. This does not imply historic reproduction.

3.3.11 Improve access from parking garages to the Mall, possibly by means of "paseos" or mid-block retail arcades.

URBAN DESIGN OBJECTIVES AND POLICIES

Commercial Corridors and Neighborhood Commercial Districts

- 3.3.12 Minimize parking at street frontage. When it occurs, require a screen wall and landscaping in order to maintain an attractive and continuous street facade.
- 3.3.13 Require ground-floor street frontage on commercial corridors and neighborhood commercial districts to feature pedestrian-oriented design qualities.
- 3.3.14 Enhance the visual character of Lincoln and Santa Monica Boulevards by adding a landscaped center median provided that so doing would not create significant traffic problems especially for any adjacent residential neighborhood. Such medians shall not diminish the carrying capacity of the street.

Special Office District

- 3.3.15 Reduce the visibility of surface parking, by requiring that buildings or landscaping form a specified percentage of the street facade on major arterials.
- 3.3.16 Encourage five- to twenty-foot setbacks from the streetfront and the Southern Pacific Railroad right-of-way in order to allow room for landscaping and usable public open space.

Main Street

- 3.3.17 Encourage design which through the use of setbacks, patios, walkways, display areas, street furniture, lighting, planting, and other elements, promotes a pedestrian street character and encourages pedestrian involvement with the structure, the street, and other pedestrians.

CHARACTER OF COMMERCIAL AND RESIDENTIAL AREAS

3.4 OBJECTIVE:

Enhance the image and the unique character of the commercial districts and residential neighborhoods in the City.

URBAN DESIGN OBJECTIVES AND POLICIES



URBAN DESIGN OBJECTIVES AND POLICIES

General city-wide policies are listed below:

POLICIES

- 3.4.1 Create a recognizable "signature" for each major commercial street or district. Ways to accomplish this are the use of "gateway" graphic or landscape markers, and by provision of characteristic streetscape treatment along each street.
- 3.4.2 Establish guidelines for improvement of public streetscape including paving, lighting, street furniture, public signage, and art.
- 3.4.3 Require new development to provide streetscape and/or open space improvements which contribute to the overall public open space system. Open space requirements shall not exceed the project mitigation measures for projects subject to these mitigation measures.
- 3.4.4 Require landscaping of new surface parking lots both at the perimeter and in the interior of the lots.
- 3.4.5 Consistent with legitimate safety concerns, all exterior lighting shall be unobtrusive and constructed or located so that only the intended area is illuminated, long-range visibility is reduced, and off-site glare is minimized.
- 3.4.6 To the extent permitted by State law, the placement of off-site advertising shall be prohibited, because of visual clutter, scenic intrusion, and safety concerns.

Additional guidelines specific to each area are as follows:

Residential

- 3.4.7 In multiple family residential areas, encourage access from the alley side, to reinforce the continuity of the residential streetscape, to preserve on-street parking, and to ensure safety of children.

URBAN DESIGN OBJECTIVES AND POLICIES

Industrial District

- 3.4.8 Require landscape screening of service yards and similar uses visible from Olympic Boulevard, to enhance the character and function of this major vehicular corridor.

Special Office District

- 3.4.9 Require landscaped open space visible from the street, including landscaped setbacks from the street, in order to create a "garden office" or "campus" environment. Encourage usable open space.

OCEANFRONT

3.5 OBJECTIVE:

Maximize the benefit of Santa Monica's greatest physical asset -- its oceanfront setting and view.

POLICIES

- 3.5.1 Encourage provision of usable terraces, balconies, and public viewing platforms above the third floor of new development.
- 3.5.2 Extend and enhance east-west streets, view corridors, and pedestrian access ways from the Oceanfront District to the beach and ocean.
- 3.5.3 Make landscape improvements to Colorado Avenue, to emphasize it as the main axis to the Pier and the Oceanfront.
- 3.5.4 Landscape all surface parking lots on the beach.
- 3.5.5 As buildings recycle, they should be set back on the west side of Ocean Avenue south of Colorado. The setback should be wide enough to accommodate trees and generous landscape strips where feasible.

CIRCULATION ELEMENT

A large, empty rectangular box with a thin black border, occupying the central portion of the page. It is intended for a drawing or a detailed description of a circulation element.

CIRCULATION ELEMENT

PURPOSE

This chapter describes the Circulation Element. It is organized similarly to the previous Land Use Element chapter. The first section describes major circulation plan proposals. Subsequent sections provide supporting information on the street classification system, neighborhood traffic control plan, public transportation plan, non-motorized transportation plan, and parking plan. The pages at the end of the chapter are the Circulation Element policies.

MAJOR PROPOSALS

The Land Use Element has directed the majority of future growth to the Downtown, Special Office District, Oceanfront, and Wilshire Boulevard. In order to accommodate this growth, as well as alleviate existing circulation problems, the Circulation Element recommends a number of major proposals as diagrammed in Figure 22: Major Circulation Proposals and described below.

Transportation Systems Management --

- o Promote programs to increase average auto occupancy by 16 percent, from 1.2 persons per car to 1.4 persons per car in the year 2000, by preferential treatment to ridesharers.
- o Encourage staggered work hours to reduce peak hour traffic.

Freeway/Highway --

- o Work cooperatively with Cal Trans to improve freeway access to improve traffic movement or mitigate existing traffic problems. Particular attention should be paid to problems at the Cloverfield Interchange.
- o Add eastbound on ramp to 4th Street Interchange.







Arterial Street --

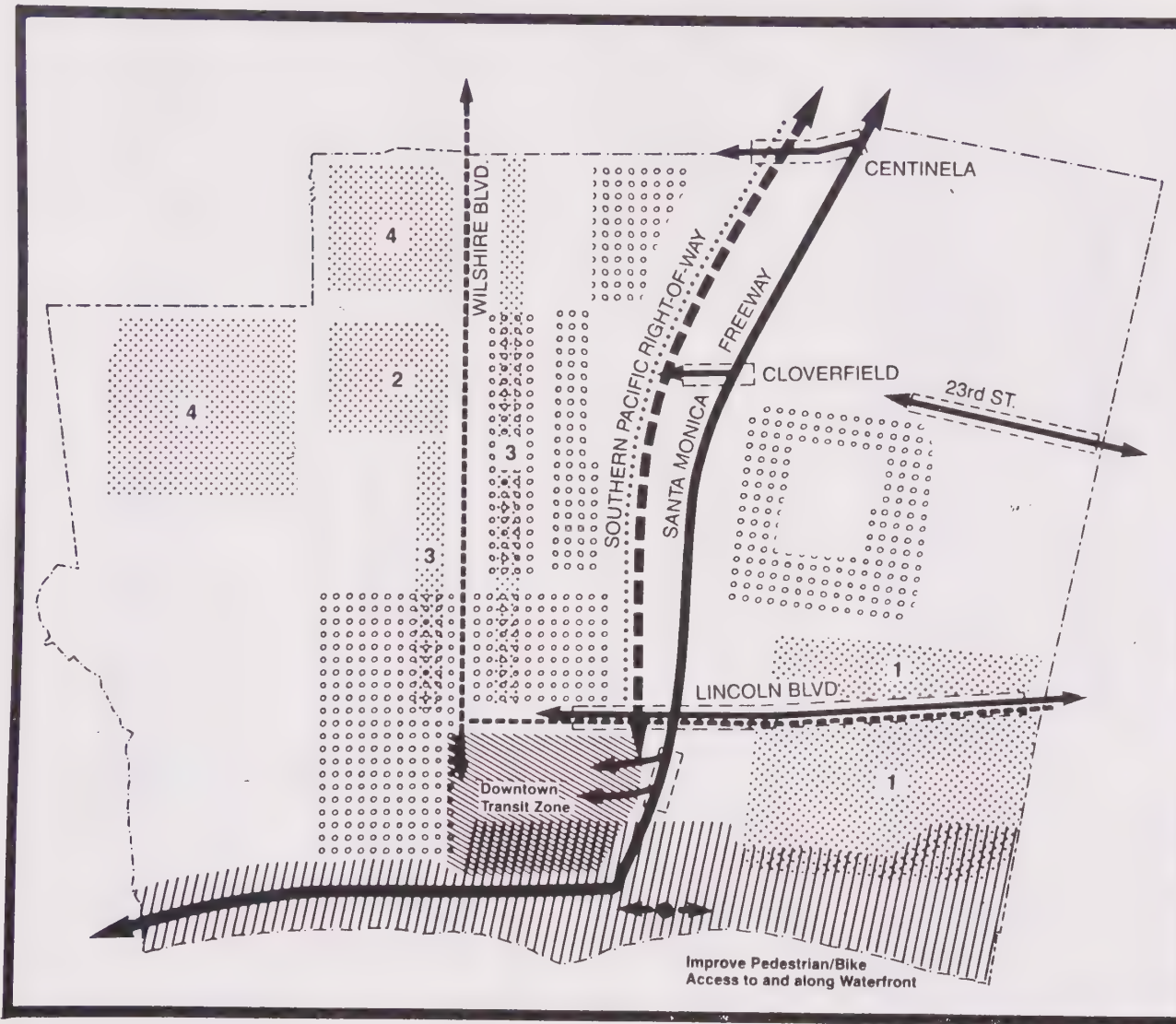
- o Improve capacity of Lincoln Boulevard south of the freeway by restricting turn movement by installing medians, and discouraging additional curb cuts.

FIGURE 22

MAJOR CIRCULATION PROPOSALS

Major Circulation Proposals

-  Improve to Facilitate Access
-  Major Transit Routes
-  Recreational Shuttle Zone
-  Class 1 Bicycle Route and Pedestrian Trail
-  Priority for Neighborhood Traffic Control Measures
-  Consider measures to mitigate parking problems



CIRCULATION ELEMENT

- o Improve alignment of Centinela north of the freeway to facilitate freeway access.
- o Upgrade the capacity of 23rd Street south of Ocean Park Boulevard within the existing street width to facilitate north-south access to the City.
- o The safe and acceptable level of service shall be "D" or better.

Local Street --

- o Implement neighborhood traffic control plans to discourage through traffic in residential neighborhoods. Priority for implementation is indicated numerically in Figure 22: Major Circulation Proposals.
- o The safe and acceptable level of service shall be "C" or better.

Parking --

- o Modify off-street parking standards to require all new development to accommodate project-generated parking demand on site consistent with encouraging alternative transportation systems management programs.
- o Consider implementing preferential parking districts in areas with current parking problems and where residents request preferential parking.
- o Allow reduced on-site parking requirements in conjunction with a Transportation System Management Plan that includes effective, proven, monitored, and enforced parking need reduction measures.
- o Encourage parking and service access from alleys as illustrated in Figure 23: Encourage Access from Side Streets and Alleys diagram as long as potential traffic intrusion into residential neighborhoods is minimized.

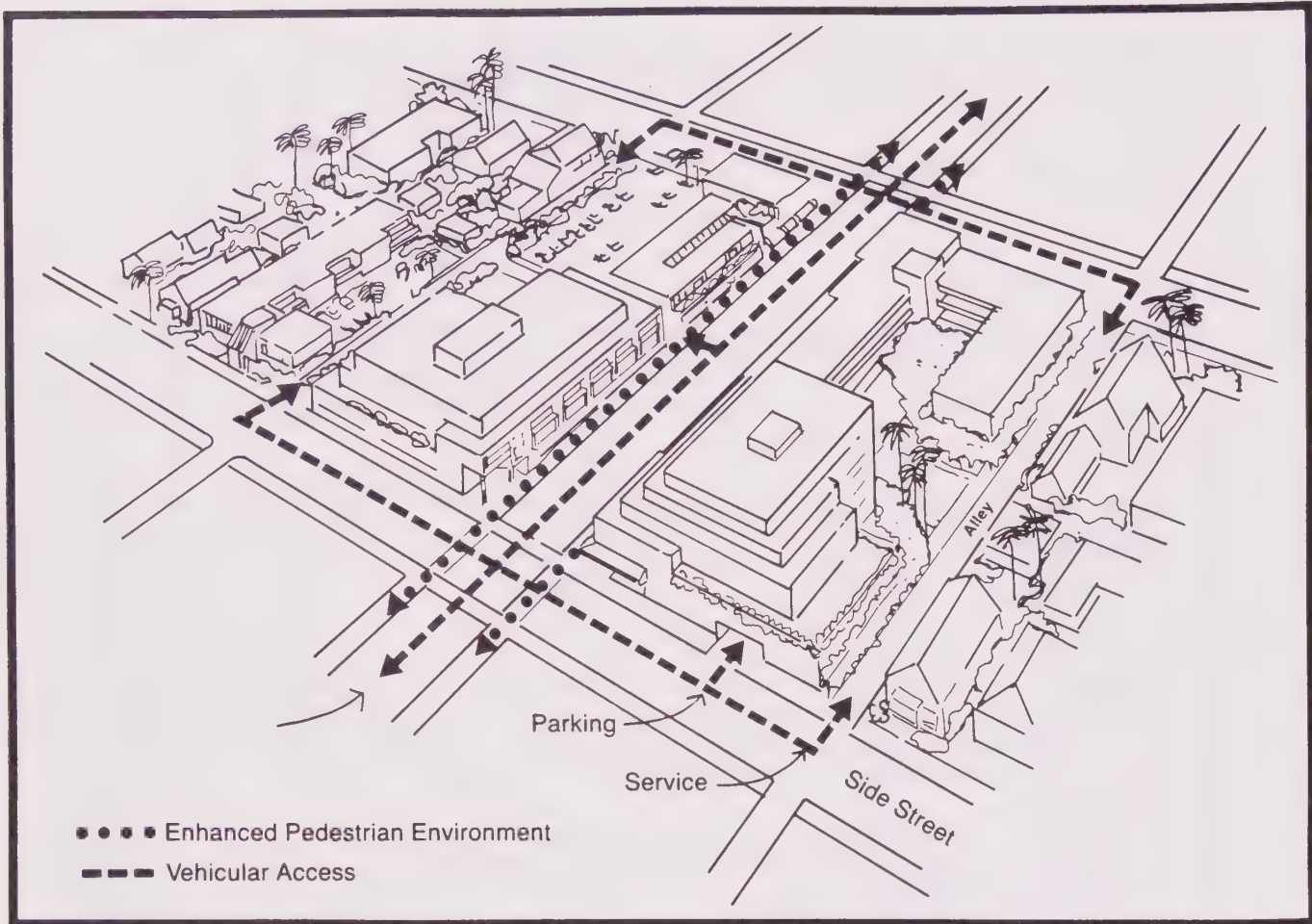


FIGURE 23

ENCOURAGE ACCESS FROM SIDE STREETS AND ALLEYS

CIRCULATION ELEMENT

Transit --

- o Increase transit ridership to ten percent of total trips, from 4.5 percent.
- o Identify Wilshire Boulevard as a major bus transit corridor and potential future mass transit corridor.
- o Consider providing additional crosstown (north/south) bus service.
- o Implement a transit shuttle linking the Beach, Main Street, Downtown, and Oceanfront to peripheral parking structures facilities.
- o Consider implementing a transit shuttle between major employment centers, regional transit routes, and remote parking facilities.

Bicycle and Pedestrian --

- o Improve the pedestrian environment in all commercial districts.
- o Encourage accessibility for the disabled.

TRANSPORTATION SYSTEMS MANAGEMENT

The Implementation section of the Elements recommends that the City develop a comprehensive Transportation Systems Management (TSM) Plan to implement the numerous transportation management policies included in the Circulation Element. The TSM Plan would identify the specific actions that the City intends to pursue in order to reduce the vehicular trip generation of new and existing developments. The locations and type of new traffic control devices, such as those designed to prohibit neighborhood traffic intrusion, improve signal coordination, or reduce travel time for transit vehicles or high-occupancy vehicles, would be specified in the TSM plan. Also included in the TSM plan would be the specific actions, such as carpool preferential parking or transit pass purchases, to be required of developers of new projects in the City.

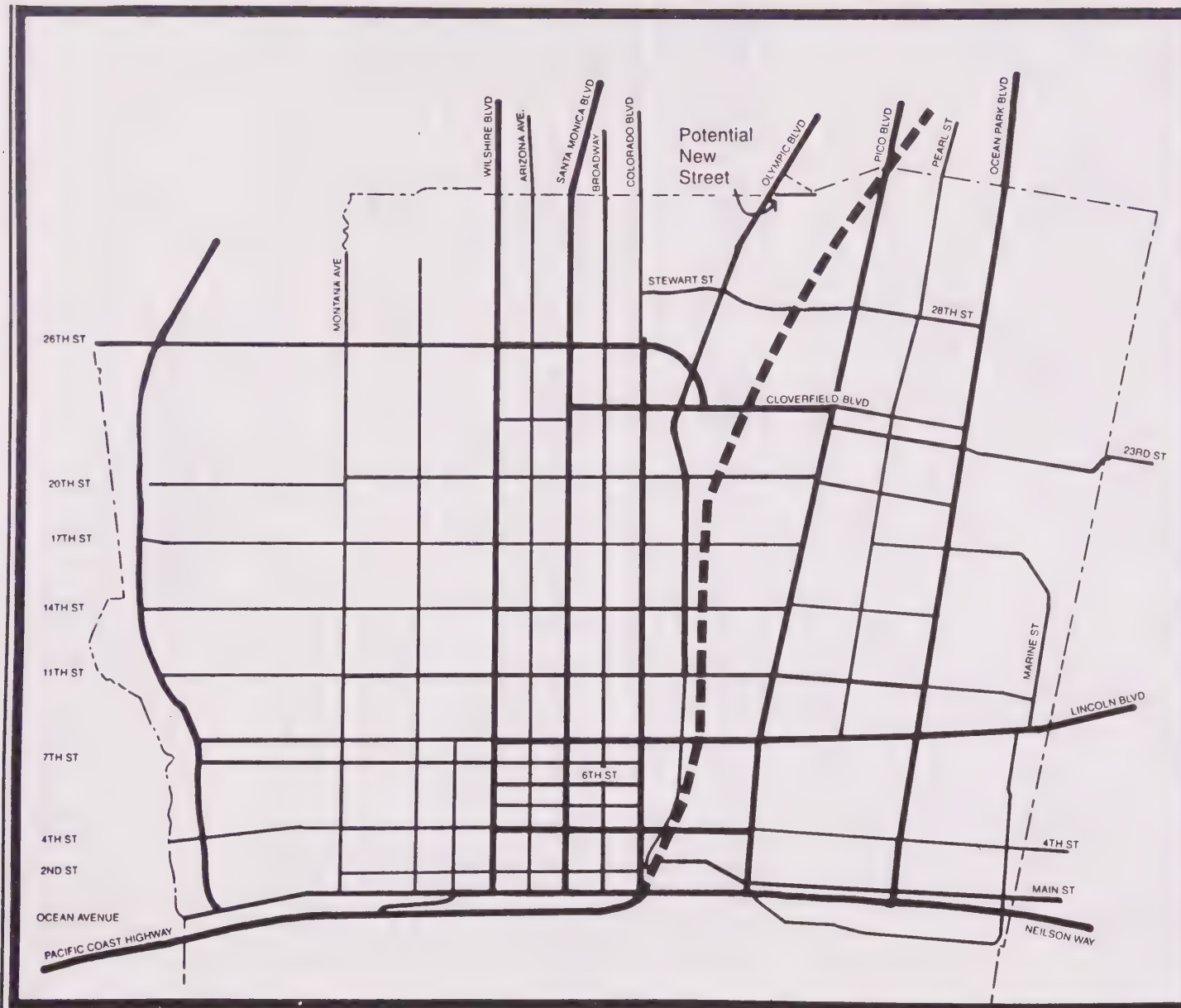
The TSM Plan would translate the policies of the Circulation Element into an action plan for implementation of specific TSM

ROADWAYS

The Circulation Element street classification is indicated in Figure 24: Functional Classification of Streets and discussed below, except for freeways.

FIGURE 24

FUNCTIONAL CLASSIFICATION OF STREETS



Functional Classification of Streets



Note Local Streets not shown

CIRCULATION ELEMENT

Arterial Streets -- are generally the commercial arteries. They carry the majority of traffic entering or traveling through the City. A major arterial would contain either four or six lanes of through traffic, plus left-turn lanes. Minor arterials serve the same function as major arterials, but have four lanes of through traffic and may or may not have separate left-turn lanes. Recommended design volumes on arterials range from 34,000 to 61,000 depending on number of lanes and left-turn movements.

Arterial streets are appropriate locations for median islands, such as those on San Vicente or Ocean Park Boulevards, which help to increase the capacity of the arterials by reducing the number of full-access intersections. In order to maintain progressive movement of vehicles on arterial streets, traffic signals should preferably not be installed at closer intervals than once every three blocks (about 1,000 feet apart).

Designated arterial streets include:

- o San Vicente Boulevard
- o Wilshire Boulevard
- o Santa Monica Boulevard
- o Colorado Avenue (Ocean Avenue to 26th Street)
- o Olympic Boulevard (11th Street to eastern City limit)
- o Pico Boulevard
- o Ocean Park Boulevard (Neilson Way to eastern City limit)
- o Pacific Coast Highway
- o Ocean Avenue/Neilson Way (California Avenue to southern City limit)
- o 4th Street (Wilshire to Pico Boulevards)
- o Lincoln Boulevard (Wilshire Boulevard to southern City limit)
- o Cloverfield Boulevard (Santa Monica to Pico Boulevards)
- o 26th Street (Wilshire to Cloverfield Boulevards)

Collector Streets -- are intended to carry traffic between residential neighborhoods and the arterial street network. They are two-lane roadways and generally have a mixture of residential and commercial land uses along them. The Circulation Element designates that average daily traffic volumes on collector streets be held to below 15,000 vehicles per day in order to maintain acceptable levels of service at intersections and an environment compatible with residential land uses. It is generally appropriate to either have higher density residential land uses along collector streets or only the side yard of single family homes.

Designated collector streets include:

- o Montana Avenue
- o Arizona Avenue (Ocean Avenue to Lincoln Boulevard)
- o Broadway
- o California Incline
- o 2nd Street (Wilshire Boulevard to Colorado Avenue)
- o Main Street
- o 4th Street (Montana Avenue to Wilshire Boulevard; Pico to Ocean Park Boulevards)

CIRCULATION ELEMENT

- o 5th and 6th Streets (Wilshire Boulevard to Colorado Avenue)
- o 7th Street (north City limit to Colorado Avenue)
- o Lincoln Boulevard (San Vicente to Wilshire Boulevards)
- o 11th Street (Montana Avenue to Ocean Park Boulevard)
- o 14th Street (Wilshire to Pico Boulevards)
- o 20th Street (Montana Avenue to Ocean Park Boulevard)
- o 23rd Street (Wilshire to Santa Monica Boulevards; Pico Boulevard to southern City limit)
- o Cloverfield Boulevard (Pico to Ocean Park Boulevards)
- o 26th Street (northern City limit to Wilshire Boulevard)
- o Stewart Street/28th Street (Colorado Avenue to Ocean Park Boulevard)

Feeder Streets -- are similar to collectors in that they carry traffic between residential neighborhoods and the arterial street network; however, they are almost solely residential in character. Feeder streets generally have single-family or multi-family residences fronting on the street and are, therefore, intended to carry lower volumes of traffic than collector streets -- usually below 7,500 vehicle per day.

Designated feeder streets include:

- o Barnard Way
- o 2nd Street (Montana Avenue to Wilshire Boulevard)
- o 4th Street (northern City limit to Montana Avenue; Ocean Park Boulevard to southern City limit)
- o 11th Street (San Vicente Boulevard to Montana Avenue; Ocean Park Boulevard to Marine Street)
- o 14th Street (San Vicente to Wilshire Boulevards; Pico to Ocean Park Boulevards)
- o 17th Street
- o 20th Street (San Vicente Boulevard to Montana Avenue)
- o Washington Avenue
- o Arizona Avenue (Lincoln Boulevard to eastern City limit)
- o Pearl Street
- o Marine Street

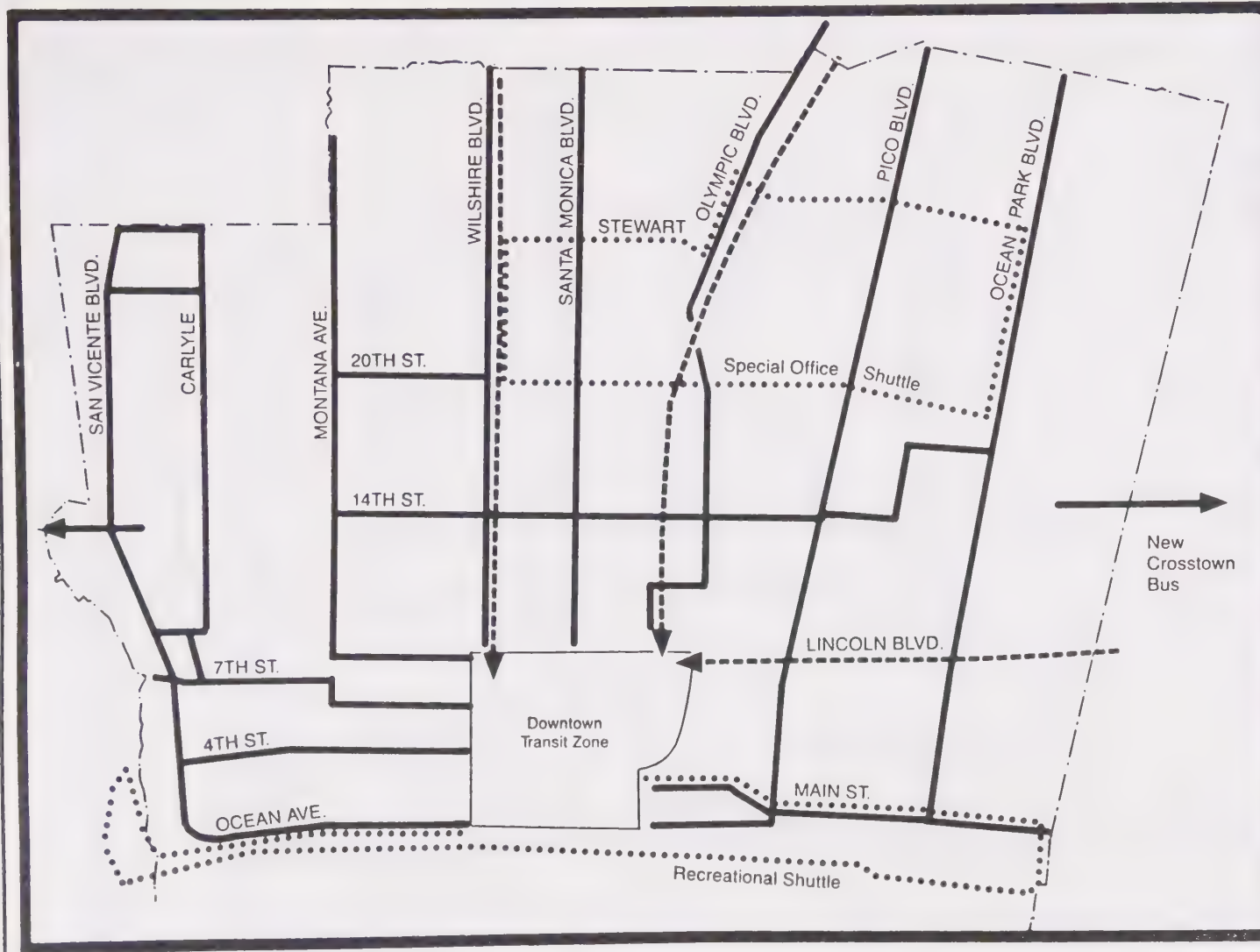
Local Streets -- are intended to carry less than 2,500 vehicle per day. Traffic control devices should be implemented to insure that the design volumes specified for the local and feeder streets are not exceeded by future traffic volumes.

NEIGHBORHOOD TRAFFIC CONTROL

Figure 22: Major Circulation Proposals designates areas of existing or anticipated incursion of through traffic onto local

FIGURE 25

PUBLIC TRANSPORTATION



Public Transportation

- Existing Bus Service
- Potential Shuttle Services
- - - Potential Mass Transit Corridor

CIRCULATION ELEMENT

streets. If this problem continues, neighborhood traffic control plans to reduce and divert traffic from the neighborhood are recommended to be implemented with neighborhood participation and review. Typical features of neighborhood traffic control plans are:

- o diverters or semi-diverters, to restrict access to certain streets and discourage through traffic.
- o median islands to prohibit left turns, such as those in placed along San Vicente Boulevard and on Ocean Park Boulevard near the Santa Monica Business Park.
- o traffic circles or median islands in the middle of intersections which reduce the speed of travel.
- o "woonerf"- type streets, similar to the mixed-use auto/pedestrian environments created on many street in Europe, where vehicles generally must follow a winding path through groups of parked vehicles and/or landscaped areas.
- o extended pavement treatments at intersections or at the alleys, designed to slow traffic and alert motorists to the fact that they area entering residential areas.
- o speed humps, similar to those in use in the Douglas Park area, to reduce the speed of traffic.
- o narrowing the existing width of pavement devoted to through vehicular travel either by: (1) installing a median island (as existing on Fourth Street north of Montana), (2) widening sidewalk or landscape areas, (3) converting curb parking to diagonal parking, (4) installing bicycle lanes as was done on 26th Street, or (5) other measures.

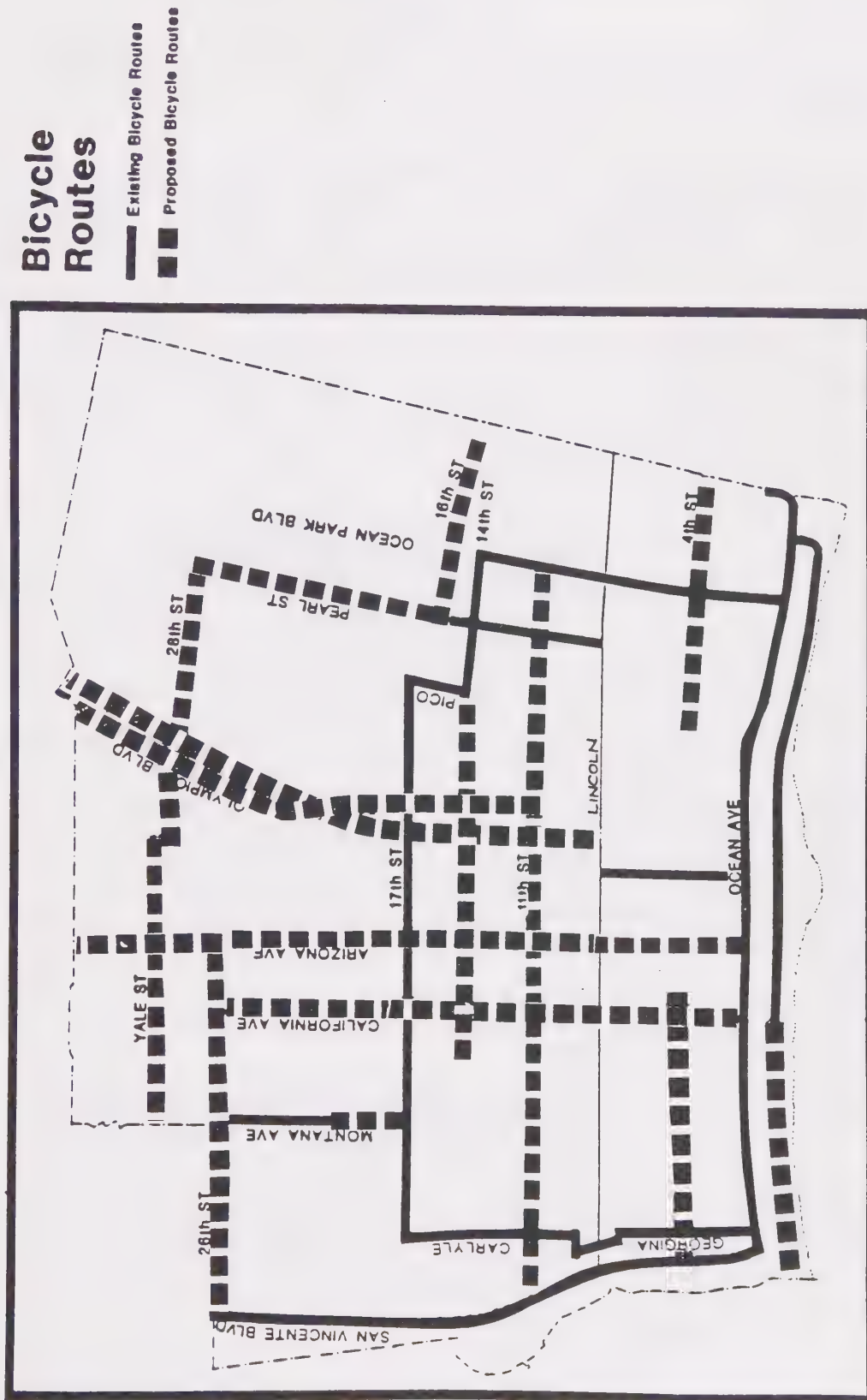
PUBLIC TRANSPORTATION

Figure 25: Public Transportation illustrates the streets that are designated for public transportation routes. Most of these streets are currently serviced by the Santa Monica Municipal Bus Lines (SMMBL) or Southern California Rapid Transit District (SCRTD). Most areas of the City are currently within a quarter mile of a transit route.

Two recommended shuttle transit services are included in the Circulation Element. One would provide a transit shuttle service between Downtown, the Oceanfront (beach, pier, Civic Auditorium) and Main Street. The other shuttle service would provide a cross-town link between major transit routes and several major employment centers of the City currently not linked by transit (Wilshire Boulevard, the Special Office District, Santa Monica Business Park, Industrial Conservation District, and possibly the Airport). This shuttle would facilitate transfer to/from regional transit routes for employees in Santa Monica and could

FIGURE 26

BICYCLE ROUTES



CIRCULATION ELEMENT

potentially reduce intra-city auto trips between these employment centers.

The Downtown is designated on the public transportation plan as a transit zone in the potential location for a future multi-modal transportation center.

Also designated on the public transportation plan are three potential routes for future mass transit (light rail or heavy rail). These three corridors are specified in the Regional Transportation Plan as Class C projects, indicating that they merit further study as potential rail corridors. However, the Circulation Element only endorses the concept that rail transit serve Santa Monica and promotes locating a transit station in the Downtown area. The City should choose a specific route and mode after further study of the City's options.

The Element recommends that the City consult with people for advice on ways to improve public transit.

BICYCLE ROUTES

Figure 26: Bicycle Routes designates the location of recommended bike routes. These routes provide safe accessibility to all residential areas, parks, and public facilities in the City.

Generally, a bicycle route is shown within two or three blocks of these destinations. All streets designated on the Circulation Element as local streets should constitute safe riding environments, where specific bicycle facilities are not required. It is recommended that all public facilities and new development provide bicycle storage or racks in a preferential location and all major development provide reasonable shower and locker facilities for employees who ride bicycles.

Seeking advice from citizens is recommended when the City proposes improvements to and expansion of the bicycle transportation system.

PEDESTRIAN TRAILS

Separate right-of-way facilities for pedestrian use are designated in the following locations:

1. the Palisades Park Walkway
2. the Promenade along the beachfront
3. the Santa Monica Mall

The Plan recommends continued implementation of wheelchair ramps throughout the City, and that all new development be required to provide access for disabled persons from nearby sidewalks.

CIRCULATION ELEMENT

PARKING

The Circulation Element contains the following recommendations with regard to parking:

- o Consider upon the request of residents, preferential parking programs in areas experiencing a critical shortage of on-street spaces as one method to mitigate the problem. Areas currently experiencing such problems are located on Figure 22; they include the Wilshire-Santa Monica Corridor and the residential neighborhoods adjacent to Downtown, the Olympic Corridor, and Santa Monica College.
- o Revise parking standards to require all new development to accommodate project-generated parking in off-street parking facilities.
- o Reduction in required parking should be encouraged in conjunction with a Transportation System Management program that includes effective, proven monitored, and enforced measures. This includes providing incentives to employees to utilize alternative modes of transportation, and preferential parking for carpools and vanpools.
- o Make better use of existing and planned parking facilities, such as permitting up to 40 percent of compact car spaces and tandem parking where free valet service is available.
- o Construct joint-use parking facilities in order to provide additional parking for visitors and recreation users and as a replacement for existing parking relocated from the Pier, Promenade, and the beach. In this regard, consider expanding parking structures 1, 2, 3, and 5 in the Downtown. Alternatively, build a parking structure at the Civic Auditorium or on public land near Main Street. Parking facilities shall be coordinated with the transit shuttle proposed for the Downtown and Oceanfront areas.
- o Consider creating a parking district along Lincoln Boulevard as a financing mechanism for off-street parking to replace on-street parking and in other areas with parking problems.
- o For new development where on-site parking is not feasible, allow developers to satisfy all or part of their on-site parking requirement by paying an in-lieu fee which can be utilized by the City to provide additional public parking.

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CIRCULATION OBJECTIVES AND POLICIES

4.0 CIRCULATION OBJECTIVES AND POLICIES

GENERAL

4.1 OBJECTIVE:

Provide a balanced circulation program which serves future land use needs consistent with:

- o City's ability to finance and maintain.
- o Satisfying accessibility needs of the City's residents, including the poor, elderly, and disabled.
- o Minimizing and mitigating negative environmental effects.

POLICIES

- 4.1.1 All circulation improvements shall be in accordance with the Circulation Plan Maps.
- 4.1.2 The City shall encourage overall land use patterns which reduce vehicle miles traveled and number of trips.
- 4.1.3 Land use and public facilities and services should be located and designed for convenient access and efficient transport of all intended users.
- 4.1.4 The City shall support the implementation of short- and long-range transportation measures for reducing air pollution from transportation sources as recommended by the South Coast Air Quality Management District.
- 4.1.5 Effects of transportation-generated noise shall be mitigated to comply with the policies and standards in the City's Noise Element.
- 4.1.6 The City shall encourage transportation alternatives to reduce the use of fossil fuels.
- 4.1.7 The City shall support transportation alternatives which reduce use of land for parking.

CIRCULATION OBJECTIVES AND POLICIES

- 4.1.8 Right-of-way for new alternate transportation facilities shall be reserved; land uses shall be prohibited that would preclude the timely development of transportation facilities where right-of-way is required.
- 4.1.9 The City shall encourage accessibility for disabled persons in all circulation facilities and systems. Mobility independence shall be fostered by:
- o developing and implementing basic accessibility requirements;
 - o providing technical assistance from an accessibility expert whenever necessary to ensure a coordination of efforts; and
 - o utilizing advice from the disabled community.

LOCAL STREETS

4.2 OBJECTIVE:

Protect the environment on local residential streets by minimizing the intrusion of vehicular traffic and parking into residential neighborhoods.

POLICIES

- 4.2.1 Make reasonable efforts to maintain volumes at below 2,500 vehicles per day on local residential streets, wherever possible.
- 4.2.2 Through vehicular traffic shall be reduced and diverted from residential neighborhoods by implementation of a neighborhood traffic control program which includes neighborhood participation and review.
- 4.2.3 Locate new development and their access points in such a way that traffic is not encouraged to utilize local residential streets and alleys for access to the development and its parking.

CIRCULATION OBJECTIVES AND POLICIES

ROAD AND HIGHWAY CIRCULATION

4.3 OBJECTIVE:

Provide road and highway facilities to meet anticipated needs for movement of people and goods consistent with the goals of the Land Use Element.

POLICIES

- 4.3.1 Safe or acceptable levels of service on City streets shall be a criterion for evaluation of new development proposals. Level of Service shall be "C" for collector, feeder, and local streets and "D" for arterials (see Glossary) or better where possible.
- 4.3.2 The first priority location for new development shall be where there is adequate existing road and highway capacity and where residential streets will not be impacted by traffic generated by the new development. Second priority shall be where road and highway facilities are planned.
- 4.3.3 The City shall work cooperatively with Cal Trans to implement freeway ramp improvements at Cloverfield or at 20th Street and at 4th Street to accommodate planned growth in the Special Office District and Downtown/Oceanfront areas respectively. The purpose of the improvements is to improve traffic movement or mitigate existing traffic problems. All such improvements shall be designed to protect existing residential neighborhoods. Particular attention should be paid to mitigating the potential problems of traffic intrusions into residential neighborhoods especially along 4th Street south of Pico Boulevard, in the vicinity of the Cloverfield on and off ramps (or the 20th Street freeway ramps), and in the Downtown/Oceanfront areas.
- 4.3.4 The City shall coordinate with the City of Los Angeles and Cal Trans to improve the Centinela Interchange and its connection to Wilshire Boulevard. If the buildings along Olympic Boulevard at the eastern City limits recycle, the alignment of Centinela should be straightened. Particular attention shall be paid to protecting the existing residential neighborhoods.

CIRCULATION OBJECTIVES AND POLICIES

- 4.3.5 The City shall investigate the feasibility of upgrading the capacity by improvements to 23rd Street south of Ocean Park Boulevard within the existing street width.
- 4.3.6 On street loading and unloading shall be discouraged. Use of alley access to service residential and commercial buildings shall be encouraged.
- 4.3.7 New driveways and mid-block access points shall be limited, especially along major roads. Where alleys exist but do not abut residential neighborhoods, access from the street shall be discouraged. Where alleys exist that do abut residential neighborhoods, alley access shall be encouraged only when the potential traffic intrusion into the neighborhood is minimized.
- 4.3.8 Promote programs to increase ridesharing as measured by average auto occupancy, from 1.2 individuals per vehicle to 1.4, or better.
- 4.3.9 Minimize peak hour trips by encouraging staggered work hours and land uses which do not generate peak hour trips.
- 4.3.10 Maximize the efficiency of the existing roadway system through traffic signal synchronization and other traffic flow improvements, as long as the impact on residential neighborhoods is analyzed and carefully considered.
- 4.3.11 Consider measures to facilitate the north-south flow of traffic on 26th, 20th, 17th, 14th and 11th Streets consistent with safety and the needs of nearby residents.

ANNUAL TRAFFIC REPORT

4.4 OBJECTIVE

Provide information to residents in the City on the impact of traffic on residential neighborhoods and commercial areas.

CIRCULATION OBJECTIVES AND POLICIES

POLICIES

- 4.4.1 The Director of General Services shall prepare and provide to the Planning Commission and City Council for public review and comment a biennial report on the impact of traffic on residential neighborhoods and commercial areas. When complaints or monitoring reveal significant adverse traffic impacts, consider appropriate mitigation measures.

PUBLIC TRANSIT

4.5 OBJECTIVE

Encourage an improved public transit system capable of accommodating ten percent or more of all trips generated in the City by the year 2000.

POLICIES

- 4.5.1 The City will continue to coordinate transit planning with the Southern California Association of Governments (SCAG), the Los Angeles County Transportation Commission (LACTC), and the Southern California Rapid Transit District (SCRTD).
- 4.5.2 The City should endorse the concept of rail rapid transit, either heavy rail or light rail, serving the City of Santa Monica and shall promote locating a transit station in the Downtown area. The City should select the most appropriate type of transit system and the most appropriate route after public review and consideration of the options available to the City.
- 4.5.3 The City should endorse Wilshire Boulevard as a major bus transit corridor which could potentially be upgraded for mass transit in the future.
- 4.5.4 Future mass transit planning shall be coordinated with regional mass transit planning efforts.
- 4.5.5 The City shall continue to support its local bus system to provide intra-City service, inter-City service to major employment centers, and connection to regional transportation transfer points. The City shall consider the provision of additional crosstown (north/south) bus service.

CIRCULATION OBJECTIVES AND POLICIES

- 4.5.6 If feasible, a distinctive transit shuttle system should be implemented to link recreation, visitor-serving, and shopping activities in the Downtown, beach, Main Street, Oceanfront, and Montana Avenue areas with parking facilities, and regional transit routes.
- 4.5.7 If feasible, an employee transit shuttle should be implemented to link the Special Office District, Industrial Conservation District, Santa Monica Business Park, and possibly the Airport, to regional transit and peripheral parking facilities.
- 4.5.8 Where appropriate, new development shall provide fixed transit facilities, such as bus shelters, consistent with anticipated demand.
- 4.5.9 Improve inter-modal coordination of transit services in the Downtown.
- 4.5.10 Ensure accessibility of disabled persons to the City public transportation.
- 4.5.11 The City should consult with public transit users for advice on improvements to public transit.

NON-MOTORIZED TRANSPORTATION

4.6 OBJECTIVE:

Protect and encourage non-motorized transportation especially bicycle routes and pedestrian trails, consistent with the goals of the Land Use Element.

POLICIES

- 4.6.1 Insure that all recreation areas, including schools and public services, are safely accessible by bicycle. Bike route should be located within two blocks of such facilities wherever possible and shall be designed according to State or other accepted safety standards.
- 4.6.2 Encourage new development to provide pedestrian paths

CIRCULATION OBJECTIVES AND POLICIES

through projects.

- 4.6.3 Assist in the implementation of a new Class 1 bicycle route and pedestrian trail along the Southern Pacific Railroad right-of-way corridor when and if the right-of-way is abandoned as a rail line.
- 4.6.4 Encourage the development of additional north-south bicycle routes.
- 4.6.5 Require new development to provide reasonable and secure space for bicycle storage.
- 4.6.7 Encourage accessibility for disabled persons throughout the City by planning routes that are accessible for disabled persons that link all public facilities and commercial areas to residential neighborhoods. The use of audible traffic signals along this route should be considered and evaluated.
- 4.6.8 Require major development to provide reasonable shower and locker facilities for employees who ride bicycles.
- 4.6.9 The City should provide bicycle racks in all public facilities and along major public streets.
- 4.6.10 The City should seek citizen input when proposing improvements to and expansion of the bicycle transportation system.

PARKING

4.7 OBJECTIVE:

All new development should accommodate project-generated parking consistent with encouraging alternative transportation systems management programs.

POLICIES

- 4.7.1 City parking standards should be adhered to, except with respect to parking requirements for hotels, residential uses, and mixed use projects which need further study.

CIRCULATION OBJECTIVES AND POLICIES

- 4.7.2 In areas of parking deficiency, the City should consider implementing preferential parking districts in residential neighborhoods where requested by residents.
- 4.7.3 Most efficient use of parking facilities should be encouraged, including provisions for compact cars, tandem parking in conjunction with free valet service.
- 4.7.4 The City should study the means of utilizing the publicly-owned parking facilities for weekend recreational parking needs. If these parking facilities are inadequate to provide needed weekend parking and if the recreational transit shuttle is implemented, consideration should be given to ways in which parking in new development in the Oceanfront area can be utilized for public parking on weekends and holidays.
- 4.7.5 Allow the reduction of parking requirements for new development in accordance with approved transportation control measures which have been demonstrated to be effective in reducing parking needs and which are monitored and enforced by the City.
- 4.7.6 Encourage priority location of parking for van pools and car pools, to provide an incentive for these transportation alternatives.
- 4.7.7 The City shall consider using its Parking Authority to implement off-street parking facilities where they are most needed, particularly in the Olympic Corridor, in the Downtown near the Santa Monica Library, near the Hospitals, and along Lincoln Boulevard south of the Freeway to resolve current and future parking deficiencies and consolidate surface parking lots, while protecting adjacent residential neighborhoods.
- 4.7.8 Maximize the use of existing public parking in the Downtown, Oceanfront, and Main Street area and develop new public parking if necessary. These existing parking facilities, as well as new public parking if it is necessary, shall be served by the shuttle recommended in Policy 4.5.6.
- 4.7.9 Encourage parking and service access from existing and future alleys that do not abut residential neighborhoods. Where existing or future alleys abut

CIRCULATION OBJECTIVES AND POLICIES

residential neighborhoods, encourage parking and service access from the alley only when the potential traffic intrusion into the residential neighborhood is minimized.

- 4.7.10 When environmental review indicates that free on-site parking is the only method to mitigate the potential adverse impact of parking intrusion into adjacent residential neighborhoods, require new development 15,000 square feet or more and existing development that expands by 10,000 square feet or more to offer parking at no cost to employees and visitors.
- 4.7.11 Remodel existing public parking lots to improve efficiency, safety, and urban design.
- 4.7.12 The City shall require that all parking facilities provide parking spaces appropriate to the needs of disabled motorists.

AIR TRANSPORTATION

4.8 OBJECTIVE:

Retain the Santa Monica Airport as a general aviation facility consistent with maintenance of safe flight operations and compatibility with adjacent land uses in accordance with the contract between the City and the Federal Aviation Administration by Resolution No. 6814 (CCS) adopted on January 24, 1984.

POLICY

- 4.8.1 Incorporate the City's Airport Layout Plan and Noise Mitigation Program for the Santa Monica Airport by reference into the Circulation Element.

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IMPLEMENTATION

PURPOSE

Previous chapters set the Land Use and Circulation policy framework for guiding community development. The real test of the City's commitment to these policies is plan implementation -- translating the policy into actions. Government Code Section 65400 provides general direction for implementing the plan by means of two principal powers. The City can use its Police Powers, such as the regulatory powers of planning and zoning. Alternately, it can utilize its Corporate Powers to implement the plan through direct acquisition and development. These and other relevant implementation tools to effectuate plan goals, objectives, policies, and proposals will be discussed below.

POLICE POWERS (Regulatory)

The City's regulatory ability is the fundamental method for implementing the Land Use and Circulation Elements. It is critical that regulations be both prescriptive and predictable, which will enable the public and private sectors to know in advance what standards are to be applied to a given parcel or project.

Relevant regulatory methods to be discussed below include various zoning techniques, specific planning, development agreements, and general policy planning.

ZONING

The Zoning Code is the primary document for implementing the Land Use and Circulation Elements. In this regard, it will be necessary for the City to amend its Zoning Code to include classifications consistent with those described in the Land Use Element. The Zoning Code prescribes allowable uses and development standards, including but not limited to building height, density, bulk, setback, coverage, landscape requirements, parking standards, and off-street loading and service requirements.

Prescription of building development standards should be coordinated with the preparation of Urban Design Guidelines as discussed in the Policy Planning section below. Hotel and residential guest parking requirements should be reviewed as part of the zoning revision process.

The implementation of the Elements' policies will require incorporation of the following specific innovative methods into the Zoning Code:

IMPLEMENTATION

1) Multi Use and Mixed-Use Zoning

Zoning provisions which strongly promote the combining of two or more uses on a single parcel. This type of zoning is especially appropriate for Broadway west of 20th Street and in Downtown for effecting mixed commercial and residential development.

2) Overlay Zoning

Zoning provisions which establish special requirements and standards in areas of special concern. This type of zoning would be appropriate to preserve ground level street frontage neighborhood commercial use on Wilshire Boulevard between 12th and 16th Streets and to encourage the provision of neighborhood commercial uses in the Downtown area.

3) Allowable Building Envelope

Zoning provisions which specify maximum building envelope to encourage sunlight to sidewalks and public spaces, harmonious building massing, compatibility with residential neighborhoods, and wind attenuation. Specifying allowable building envelope is especially important in zoning districts where allowable building heights exceed three stories.

4) Use Density System

Zoning provisions which limit the number of alcohol outlets, banks, gas stations, auto repair shops, auto parts stores, 24-hour markets, fast food establishments, entertainment uses, video arcades, restaurants over 50 seats, or other commercial uses where an over-concentration of the use may have adverse impacts on surrounding areas. Determination of the appropriate density would require further analysis.

5) Conditional Use Permits

Zoning provisions which provide for public review of certain uses or projects which could generate adverse impacts and for City approval of these uses or projects with conditions that will minimize or eliminate adverse impacts. In order to ensure predictability for applicants and uniform administration by the City, conditions for approval should be clearly stated.

6) Site Review for Density and Height Bonuses

Zoning provision which provide for public review of certain projects for which the design and siting could result in adverse impact such as development that proposes to be built to the greater development intensity and building height permitted in

IMPLEMENTATION

some areas of the City. The Site Plan Review section of the City's Zoning Code (Section 9111 et seq.) shall be amended as follows to focus the review of projects with the goal that the site review approval process is made predictable and applications are processed in a timely manner:

- o Site review shall provide for notice to affected property owners and residents within a specified radius of all public hearings on projects subject to site review. There shall be at least one public hearing on all projects subject to site review.
- o Planning Commission (or Council on appeal) shall approve, or approve with conditions, site review of projects. Required findings shall be that:
 - 1) the physical location, size, and placement of proposed structures on the site and the location of proposed uses within the project are compatible with and relate harmoniously to surrounding sites and neighborhoods;
 - 2) rights-of-way can accommodate autos and pedestrians, including adequate parking and access;
 - 3) health and safety services (eg. utilities) are sufficient to accommodate the new development;
 - 4) any on-site provision of housing or parks and public open space which are part of the required project mitigation measures satisfactorily meet the goals of the mitigation program; and
 - 5) the project is generally consistent with development standards included in the Municipal Code and General Plan.
- o Site review shall be denied if:
 - 1) the project does not meet the height, bulk, setback, lot coverage, use, and design criteria contained in the Zoning Code;
 - 2) the project does not mitigate adverse impacts identified in an Initial Study or Environmental Impact Report;
 - 3) the project developer does not provide on-site housing or parks and public open space in the number or amount specified by the Elements or subsequent City ordinances or does not pay a fee in-lieu of providing the mitigations on-site; and
 - 4) a standard staff analysis determines that the project is inconsistent with the Municipal Code and General Plan.

IMPLEMENTATION

SPECIFIC PLANS

State law authorizes cities to adopt specific plans for the orderly implementation of the general plan. Specific plans are a useful bridge in scale between the general plan and detailed planning for a specific sub-area of the city. While specific plans must be consistent with the general plan, they can provide more specific regulations, conditions, programs, standards, and guidelines at a level of detail that is inappropriate to the general plan. Each specific plan is intended to be generally consistent with the development standards adopted in the Land Use and Circulation Elements. In order to implement the policies of the Land Use and Circulation Elements, specific plans and master environmental impact reports are recommended for the following areas in order of priority:

1) Third Street Mall/ Downtown Core Area/Miramar Block

The specific plan should provide detail on revitalization plans, mid-block access to public parking lots, and appropriate use of public rights-of-way, and specific development standards for the block bounded by California Avenue and Wilshire Boulevard, Ocean Avenue and Second Street.

In addition, this plan should make specific urban design recommendations to enhance the visual character and pedestrian environment in the Downtown, and should address transit services/needs in the area in order to determine (1) the best routing of buses, (2) the potential route of the future light rail line(s), and (3) the need for, and best location of, an inter-modal transportation center.

The Third Street Development Corporation (TSDC) shall have primary responsibility for preparing the Third Street Mall portion of the plan. The specific plan process will accommodate comment and discussion from property owners, residents, and business people from both the Third Street Mall and other Downtown areas, as well as other interested parties.

The specific plan shall determine the specific height and density for development on the Miramar Hotel block that are both compatible with hotel development in other areas of the City and that respect the 3 story (45') height limit proposed for Ocean Avenue. Particular attention shall be paid to protecting and enhancing view corridors.

2) Oceanfront District and Civic Center

The specific plan should formulate more detailed plans for the public open space system; recommend locations for desired new public access ways and view corridors; provide specific

IMPLEMENTATION

recommendations as to the feasibility and desirability of implementing, routing, operating, and maintaining a recreation and transit shuttle to link this area to the beach, Pier, Civic Auditorium, Downtown, and Main Street; and determine an appropriate mix of uses on the Rand property. Additionally, the specific plan should provide more precise urban design standards on building scale and form.

3) Special Office District

The specific plan should specify and coordinate improvements to the street and pedestrian circulation system as well as the open space and park network. This plan should include specific urban design recommendations for (1) the Southern Pacific Corridor light rail transit system and linear park, including joint development recommendations, and (2) design standards for large low-rise special office structures. It should also address the issues of open space location and design, and circulation issues such as preventing traffic intrusions into residential neighborhoods and mitigating traffic problems at the Cloverfield freeway ramps.

4) Airport

The specific plan should specify the location and intensity of airport and non-airport uses, park improvements, roadway profile and alignment, parcelization, and building/site design standards. In the plan, the City should consider the use of revenue generated by Airport development to acquire open space.

5) Neighborhood Plans

Where residents request assistance, the City shall provide assistance to neighborhoods in their efforts to prepare neighborhood plans which satisfy State requirements for specific plans and which consider the impacts of adjacent commercial development on the neighborhood including traffic and parking intrusions.

6) Hospital Area Specific Plan

The specific plan should be prepared for each hospital and adjacent residential neighborhood to promote the goal of orderly hospital and health-care facility development that is compatible with the surrounding residential neighborhood. The specific plan should be based on a comprehensive, long-range master plan for each hospital that provides guidance on their future development needs. The plans must be prepared in ways that permit opportunities for public review and comment, particularly from adjacent residents, merchants, and property owners.

IMPLEMENTATION

DEVELOPMENT AGREEMENTS

State law permits cities to enter into development agreements so that developers may gain assurance that the policies in effect when they begin a project will not be changed over the course of the development. In entering agreements, the primary objective of the developers has been to secure a vested development right or contract against such future changes for phasing long term projects. In return for this assurance of policy continuity, cities may require developers to provide various public-serving facilities as part of their development. Development agreements must be consistent with the general plan. As a matter of policy, the City should negotiate development agreements only under certain circumstances, such as:

- 1) for projects whose construction period exceeds the normal time period for which use permits may be granted,
- 2) for projects in which public/private partnerships are contemplated and the City plays a role in development and financing of a new project, and
- 3) for large complex projects.

POLICY PLANNING

1) Consistency Among Elements

State law requires consistency among all the elements of the General Plan. These Elements replace the 1958 Land Use and Circulation Elements, and are consistent with the remaining Elements of the General Plan. If at any time in the future, inconsistencies are discovered, the other Elements should be revised to conform to the adopted Land Use and Circulation Elements.

2) Open Space Element

Given the City's current park and public open space deficit of approximately 45 acres, the City's Open Space Element of the General Plan should be revised on a priority basis. The revised Element should provide for a comprehensive assessment of land available for parks and public open space, the various means for acquiring additional open space and the methods and availability of funding. The Element should develop a comprehensive program for providing additional parks and public open space to meet the current and future needs of both resident and daytime populations.

IMPLEMENTATION

3) Urban Design Guidelines

In order to protect and enhance the visual character of the City, consistent with the urban design objectives, policies, and proposals of the plan, the City should prepare area-specific urban design guidelines specifically addressing the following general categories:

Building Standards, including

- o Materials and finishes
- o Color and texture
- o Lighting
- o Landscape
- o Parking and truck loading
- o Art
- o Transition to residential districts
- o Signage
- o Ground level pedestrian orientation

Public Streetscape Improvements, including

- o Street trees and landscaping
- o Paving
- o Street furniture
- o Street lighting
- o Signage
- o Public art

CORPORATE POWERS (Acquisition and Development)

CAPITAL IMPROVEMENT PROGRAM

Certain plan proposals should be programmed into the City's capital improvement program, specifically the streetscape improvements recommended for Lincoln Boulevard south of the freeway, Broadway, and Pico Boulevard.

BENEFIT ASSESSMENT DISTRICTS

Benefit Assessment Districts are the usual means of financing improvements where the benefits of such improvements accrue mainly to a limited area. Certain plan proposals are suited to implementation by this method, such as the Wilshire and Santa Monica Boulevard Streetscape improvements.

Special benefit assessments are governed by relatively strict statutory procedural requirements such that the amount of the assessment must not exceed a property's share of the cost of the public improvements as measured by its special benefit. Careful

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analysis would be necessary to determine where the benefits of the establishment of the streetscape improvements actually would flow, were this device to be used to finance its development.

OTHER IMPLEMENTATION METHODS

REDEVELOPMENT LAW

Redevelopment, which combines police and corporate powers, is one of the most powerful tools available to local governments to implement their general plans. Where the private sector alone is unable or unwilling to assemble land and invest the necessary capital for revitalizing blighted areas, redevelopment is a means of focusing community resources to transform a deteriorating area to more productive use.

MASTER ENVIRONMENTAL IMPACT REPORTS (EIRs)

Master EIRs are recommended for all specific plans and large complex projects in conformity with the City's EIR Guidelines dated May 23, 1983, as amended. This will eliminate the need for a great many EIRs on individual projects and would focus project EIRs to only topics of environmental significance identified in the Master EIR.

PROJECT MITIGATION MEASURES

As part of its regulatory approach to solving current land use problems, the City shall adopt a program to mitigate the impact of office development projects on the community.

The program shall mitigate the impacts of new office development on the following:

- o Parks and Public Open Space

Consistent with recent studies of park utilization by daytime population, and in view of the City's current deficiency of parks by the standards set forth by the Parks and Recreation Commission, the City shall require all proposed large office development to either provide park space to accommodate the needs of future daytime park user populations or contribute an appropriate in-lieu fee into a park acquisition fund which the City shall create in relation to the size of the development and the number of workers.

IMPLEMENTATION

o Affordable Housing

Since new commercial office development attracts new residents to the City, an effort should be made to house a larger number of workers in the City than will otherwise be able to afford to live here. The City shall require large office development projects to: (1) build or 2) contribute to an affordable housing fund which the City shall create in relation to the size of the development and the number of workers likely to wish to live in the City, but unable to afford to do so.

The City should follow several guidelines in devising such programs. The mitigations required must be fair and economically feasible. The City must set clear priorities among its needs for parks and public open space, and housing, among other facilities and services. This project mitigation program should not impose other project mitigation measures upon office development (eg. payment of an arts or social service fee) unless specifically authorized by the program. Finally, the effect of the mitigations on the City's neighborhoods and on the viability of commercial development in the City must be taken into account.

The following program shall be implemented to accomplish these goals:

- 1) All new general office development including medical office buildings shall be subject to a housing and parks impact mitigation program unless specifically exempted.
- 2) The following types of development are exempted from the housing and parks impact mitigation program:
 - o new general and medical office development under 15,000 square feet and all additions to existing office development under 10,000 square feet.
 - o all other non-general and non-medical office uses including, but not limited to, retail, hotel, industrial/manufacturing, auto dealership, and residential development or floor area devoted to these uses.
- 3) The housing impact mitigation program shall be based on a formula that estimates the number of new office workers to be employed in new office development or enlarged development who desire to live in Santa Monica, but whose income limits their housing options to affordable housing as defined in the Housing Element of the City's General Plan.
- 4) The parks impact mitigation program shall be based on a formula that estimates the number of square feet per

- 5) Office developers shall satisfy their project's housing and parks impact mitigation requirement by providing the housing or parks according to the formulas, by paying a fee to the City in lieu of performance, or by participating in one or more housing and parks production programs to be designed by the City.

Satisfaction of the project mitigation requirement by providing low- and moderate-income housing and developing new park or public open space on-site shall be by mutual agreement of the developer and the City.

The City may not require a project developer to satisfy the project mitigation program on-site.

IMPLEMENTATION

1000 office employees likely to regularly use the City's park and public open space system.

- 6) Total fees paid in-lieu of performance shall not exceed the lesser of actual cost of housing and parks required or \$2.25 per square foot for the first 15,000 square feet of net rentable floor area and \$5.00 per square foot of the remaining net rentable floor area, in equivalent 1984 dollars.
- 7) If impact mitigation is provided by performance, certain reasonable parameters and time limits for performance shall be established by the City.
- 8) If impact mitigation is satisfied by payment of in-lieu fees, the entire fee shall be paid or a bonding instrument acceptable to the City (such as an irrevocable letter of credit) shall be posted prior to issuance of the Building Permit for the project. At least 25% of the required fee shall be due prior to the issuance of a Certificate of Occupancy, and the remaining balance shall be due within three years of issuance of the Certificate of Occupancy, and shall be adjusted for inflation during the three year period.
- 9) The payment of any housing and parks impact mitigation in-lieu fee shall not relieve the developer from any obligation to pay to the City customary fees and taxes, nor from any measure required to mitigate significant environmental impacts as determined after proper analysis by the City.
- 10) The in-lieu fee shall be based on the net rentable square footage of the building. Net rentable shall be the total gross floor area of the project minus the exterior and load bearing walls, elevator shafts, stairwells, equipment rooms, and parking.

IMPLEMENTATION

TRANSPORTATION SYSTEMS MANAGEMENT

To implement the numerous transportation management policies included in the Circulation Element which are intended to reduce the quantity of vehicular trips and trip length, it is recommended that the City prepare a Transportation System Management (TSM) Plan and Guidelines tailored to each area in the City. Measures to be considered during the preparation of the plan include but are not limited to, the following:

- o Retaining a City Transportation Coordinator to monitor, promote and coordinate transit/ridesharing programs and other TSM programs among employers and residents.
- o Requiring project developers to prepare and submit TSM plans to the City as a condition of approval.
- o Permitting reductions of on-site parking requirements if a project's TSM plan clearly demonstrates that the parking is not necessary because effective and enforceable measures are being implemented to promote alternative modes of transportation.
- o Supporting the efforts of Commuter Computer.
- o Encouraging joint development of commercial land uses at future light rail stations in the Olympic Corridor, to promote the use of transit.
- o Requiring developers/employers to guarantee to purchase SMMBL or RTD monthly bus passes and make them free to a minimum percentage of their employees.
- o Requiring developers to provide transit improvements (bus shelters, information kiosks, bus turnouts) at specified locations and to consider safety in the design of bus shelters in order to promote the use of public transportation.
- o Require that developers consider safety in the design and operation of parking garages and structures.
- o Preparing a bicycle master plan and an accessibility master plan to encourage use of non-motorized transportation.

CITIZEN AND NEIGHBORHOOD PARTICIPATION

The City should actively seek and encourage citizen and neighborhood participation in the City planning and development approval process and in realizing the goals of the Land Use and Circulation Elements by such programs as:

IMPLEMENTATION

1) Neighborhood Traffic Programs

Programs which implement neighborhood traffic control measures designed to reduce or prohibit traffic intrusions into residential neighborhoods and which are based on the desires of the residents.

2) Neighborhood Impact Statements

A report required for all large projects on the potential impacts of these projects on residential neighborhoods related to traffic, the effect on neighborhood serving uses and neighborhood oriented facilities, and other potential neighborhood impacts.

3) Neighborhood Needs Assessments

A survey of and report on the needs of individual residential neighborhoods in the City.

4) Citizen Advisory Committees

Advisory committees which contain members who are familiar with the topic on which advise is requested by the City such as the bicycle planning committee and the public transit advisory committee. These committees would provide advise to City policy makers prior to enacting certain policies or implementing certain programs.

GLOSSARY

GLOSSARY

GENERAL PLAN TERMINOLOGY

Goal

The ultimate purpose of an effort stated in a way that is general in nature and immeasurable; a broad statement of intended direction and purpose.

Example: Improve the quality of life for all residents by providing a balance of land uses . . .

Objective

A measurable goal; a statement of desirable accomplishment within a specific time frame that is definite enough to know when and if it has been achieved.

Example: Protect and expand uses that provide for the day-to-day shopping and service needs of nearby residents.

Policy

A specific statement guiding action and implying a clear commitment.

Example: Preserve the concentration of ground-level street front neighborhood commercial uses on Wilshire from 12th to 16th Streets.

Guideline

A specific, quantified standard defining the relationship between two or more variables. Guidelines can often directly translate into regulatory controls.

Example: Encourage the retention of all existing full-service supermarkets. If removed, encourage economically viable replacement within a five-minute walk of their former location.

Plan Proposal

An explanation of how policies specifically apply to an area.

Example: The Elements propose . . . a ground floor neighborhood commercial preservation zone on Wilshire from 12th to 16th Streets.

GLOSSARY

Implementation Measure

An action, procedure, program, or technique that carries out general plan policy.

Example: Overlay Zoning -- Zoning provisions which establish special requirements and standards in areas of special concern. This type of zoning would be appropriate to preserve ground level, street frontage neighborhood commercial use on Wilshire Boulevard between 12th and 16th Streets

LAND USE TERMS

Block by block

A block includes the area on both sides of the street between two cross streets.

Build-to line

A requirement that some portion of the front facade of a building either at the ground floor level or upper floor level be built to the front property line so that the building visually reinforces the building facade line of the street. Portions of the building may be set back from the sidewalk to accommodate landscaping, shop entrances, plazas, sidewalk cafes, or other urban design amenities.

Comparison Retail Uses

Commercial uses that provide goods for which people usually compare prices, quality, styles, and other factors among various stores and outlets. Typical uses include, but are not limited to the following uses:

- Apparel store
- Appliance, radio, and TV store
- Book and stationery store
- Camera store
- Department store
- Furniture store
- Gift shop
- Record store
- Shoe store
- Sporting goods store
- Variety store

GLOSSARY

Floor area

Floor area is any portion of a building that accommodates activity in the building or contributes to the visual mass and bulk of the building. Floor area is the net floor space in a structure and shall include restrooms, lounges, kitchens, partitions, storage areas, interior and exterior hallways and corridors, interior atria, and the like, but shall not include exterior and load bearing walls, stairways and stairwells, elevators and shafts. Floor area shall include at-grade and above-grade covered parking but does not include at-grade, uncovered parking and subterranean parking. Floor area devoted to at-grade and above-grade parking shall be counted at 2/3rds of its actual floor area if:

- 1) the floor devoted to parking does not exceed 10' in height;
- 2) there is at least one level of underground parking;
- 3) at-grade and above-grade parking levels are sufficiently screened from view especially from the view of residents in adjacent residential neighborhoods and the design of the parking levels is compatible with the design of the building; and
- 4) there is no parking on the ground floor within a reasonable leasing depth of the front property line (40' - 50') which should be devoted to retail or other uses.

Floor area ratio

Floor area ratio (FAR) compares the size of the building to the size of its site. Floor area ratio defines the general land use intensity that is appropriate for the site considering the visual mass and bulk of the development and the amount of activity that can be easily accommodated in the area.

Neighborhood Commercial Uses

Commercial uses that provide convenience goods and services for which people generally do not comparison shop, that are bought fairly frequently, and that cater to the daily needs of nearby residents. Typical neighborhood commercial uses include, but are not limited to, the following uses:

Convenience goods

Candy store
Drug store

Convenience services

Barber shop
Beauty Parlor

GLOSSARY

Hardware store
Liquor store
Small restaurant (50 seats or less)
Plant nursery
All food stores for off-site
consumption (except fast food
establishments)

Cleaners
Gas station
Laundromat
Shoe repair
Tailor/dressmaker
Bank/ Savings and Loan
Child care
Photo copy shop
Repair shop (TV,
radio, appliance)
Movie theater

Pedestrian Oriented Design

Design qualities and elements that contribute to an active, inviting street level environment making the area a pleasant place to walk and shop.

- o pedestrian amenities such as street furniture
- o design amenities related to the street level such as awnings, arcades, paseos,
- o visual access to the interior of buildings
- o highly articulated facades with interesting uses of material, color, architectural detailing
- o continuity of the sidewalk with a minimum of intrusions into the pedestrian right-of-way
- o continuity of the building facades along the street so that there are few interruptions in the progression of buildings and stores
- o signage that is oriented and scaled to the pedestrian rather than the motorist

Pedestrian Oriented Uses

Uses that attract walk-in customers and that do not limit the number of people who walk in from the street by requiring appointments or by excluding the general public.

- o all neighborhood commercial uses
- o all comparison retail uses
- o cultural uses and facilities
- o restaurants and cafes
- o banks and savings and loan

GLOSSARY

Residential land uses

Single family housing -- One family dwellings on individual lots with densities of up to 8.7 dwelling units per net residential acre and population densities of up to approximately 2.58 persons per occupied unit. Maximum building height shall not exceed 2 stories (30').

Low density housing -- Multiple family dwellings with densities up to 29 dwelling units per net residential acre and population densities of up to approximately 2.31 persons per occupied dwelling unit. Maximum building height shall not exceed 2 stories (30') except in the R2R District in which the roof peak shall not exceed 35' if it has a 30 degree pitch or greater.

Medium density housing -- Multiple family dwellings at densities up to 35 dwelling units per net residential acre and population densities of up to approximately 1.74 persons per occupied dwelling unit. Maximum building height shall not exceed 3 stories (40').

High density housing -- Multiple family dwellings at densities up to 48 dwelling units per net residential acre and population densities of up to approximately 1.59 persons per occupied dwelling unit. Maximum building height shall not exceed 4 stories (50').

Mixed use housing -- Multiple family dwelling units included in projects that contain commercial retail, office, hotel, or other uses and that have population densities of up to approximately 1.59 persons per occupied dwelling unit.

GLOSSARY

Service Commercial Uses

Generally service retail uses plus general office uses.

Service Retail Uses

Businesses that are not generally used on a daily basis by individual residents but are used occasionally by both local and regional residents.

- o auto repair
- o plumber
- o electrician
- o carpentry
- o repair shops (appliance, radio, TV, machine)
- o locksmith
- o contractors and building trades
- o wholesale businesses with retail outlets
- o storage facilities

CIRCULATION TERMS

Heavy Rail Transit (HRT)

A rail, rapid transit system that operates on its own right-of-way and is completely separated from automobile traffic either in a subway below ground, on an aerial track elevated above ground, or on the surface without any streets crossing the tracks. HRT systems are usually powered by electricity, operate at high speeds, and carry 50,000 - 300,000 passengers per day.

High Occupancy Vehicle (HOV)

A vehicle carrying two or more passengers either in a carpool, vanpool, or other multiple passenger vehicle.

Level of Service (LOS)

An indication of a road's performance based on an evaluation of driving conditions, with six performance ranges as follows:

- A Free Flow
- B Stable Flow
- C Restricted Flow, Tolerable Delays
- D Approaching Unstable Flow, Substantial Delays
- E Capacity Conditions, Long Delays

GLOSSARY

F Forced Flow

Light Rail Transit (LRT)

A rail, rapid transit system that operates on tracks that are located primarily on the surface as opposed to on its own exclusive right-of-way. An LRT system generally allows traffic and pedestrians to cross the tracks and can either share the right-of-way with the automobile or operate on its own travel lane on the street. Cross traffic can be stopped for passing trains by signals or crossing gates and sections of track can be elevated over or in subway under major streets. LRT systems are usually powered by overhead electric wires, operate at moderate speeds, and carry 10,000 - 75,000 passengers per day.

Neighborhood Traffic Controls

Measures designed to reduce or prohibit traffic intrusions into residential neighborhoods and encourage traffic to remain on major streets. Measures include but are not limited to:

- o improving traffic flow on major streets by expanding street capacity, signal synchronization, or reducing cross traffic interference;
- o diverters or medians that restrict or prevent access to certain neighborhood streets;
- o speed bumps or pavement treatment that reduces traffic speed;
- o narrowing intersection or street width to visually or physically discourage through traffic from entering local neighborhood streets.

Preferential Parking District

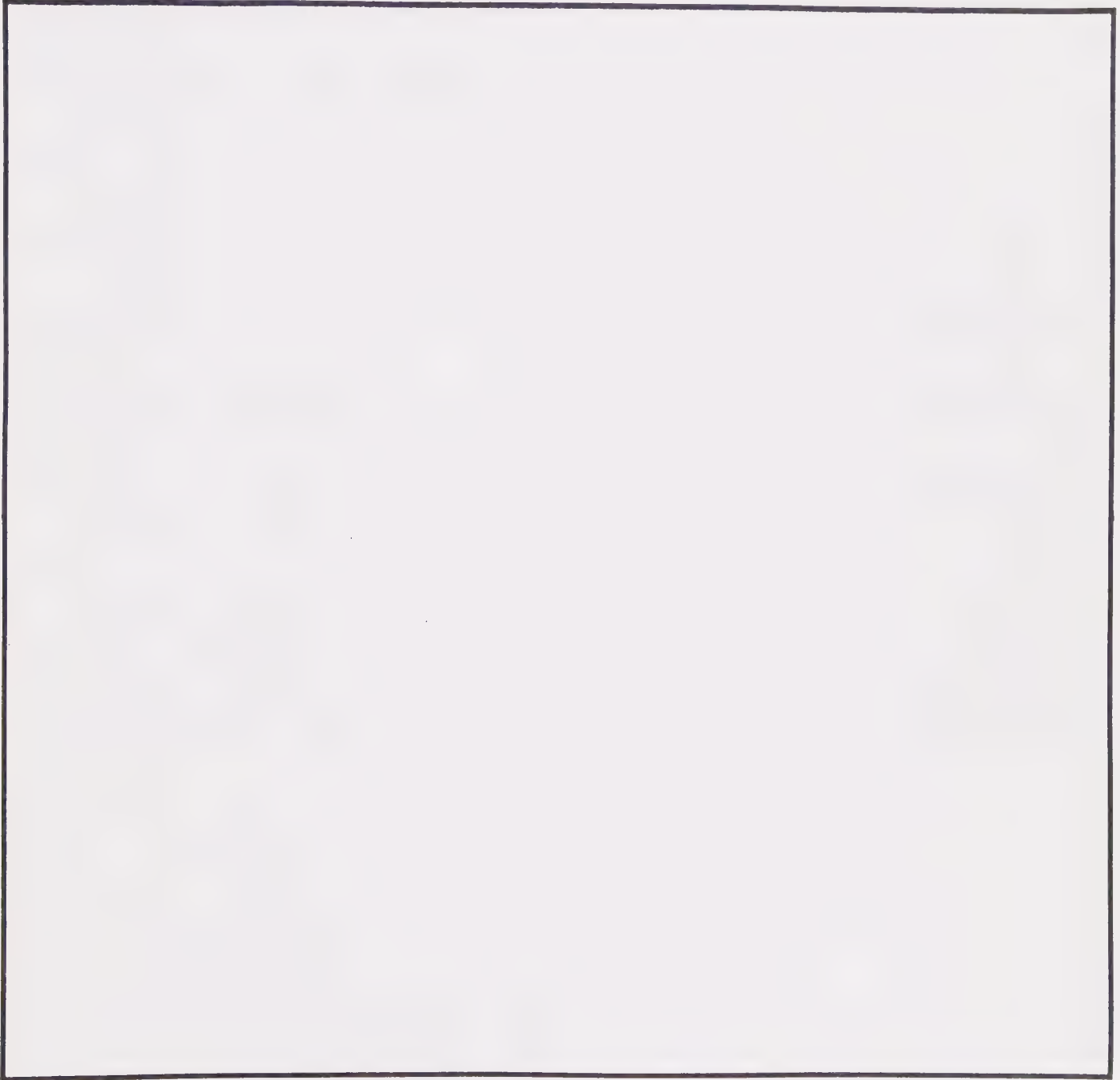
An area where neighborhood residents are provided unrestricted access to parking on the street and where non-resident motorists have restricted access to on-street parking in the area. In general, residents are permitted to park their automobiles that are identified with a permit or sticker at all times of day or night and non-resident motorists are either not permitted to park on the street in the neighborhood or are permitted to park on the street only during a certain time of day or for a limited length of time at all times of day.

Transportation Systems Management (TSM)

Individual actions or comprehensive plans to reduce the number of vehicular trips generated by or attracted to new or existing development. TSM measures attempt to reduce the number of vehicle trips by increasing bicycle or pedestrian trips or by expanding the use of bus, transit, carpool, vanpool, or other high occupancy vehicles. TSM measures include, but are not limited to:

- o increasing the number of persons living and working on the same site or in close proximity;
- o building bicycle routes and facilities;
- o improving bus routes, building bus shelters, and improving bus stop security;
- o subsidizing bus use or providing free bus tokens;
- o providing, organizing, or subsidizing vanpools;
- o providing car pool matching services, subsidizing car pool users, providing preferential parking areas for car pools, or reducing parking costs for car pools.

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